A0700-1U 10/92

'92

The Annual Report

on Philanthropy

for the Year 1991

Giving USA

A Publication of the

AAFRC Trust for Philanthropy

GIVING
USA

The Annual Report on Philanthropy for the Year 1991

1992 Edition
(37th Annual Issue)

Ann E. Kaplan
Editor

Joanne Hayes
Publisher

Copyright (c) 1992 AAFRC Trust for Philanthropy, Inc. No portion of this publication may be reproduced without written permission from the Trust.

The AAFRC Trust for Philanthropy, a foundation established by the American Association of Fund-Raising Counsel in 1985, endeavors to advance research and education in philanthropy.

ISSN 0436-0257

Contents

4 Foreword
6 American Association of Fund-Raising Counsel and the AAFRC Trust for Philanthropy

9 Philanthropy in 1991: The Numbers
10 1991 Philanthropy
12 The Growth of Philanthropy, 1961-1991
16 Sources of Contributions, 1959-1991
18 Uses of Contributions, 1959-1991
20 State of the Philanthropic Sector
32 New Features of *Giving USA 1992*

37 Sources of Contributions
38 Giving by Individuals
54 Giving by Bequest
60 Giving by Foundations
86 Giving by Corporations

99 Uses of Contributions
100 Giving to Religion
110 Giving to Education
118 Giving to Health
124 Giving to Human Services
130 Giving to Arts, Culture, and Humanities
140 Giving to Public/Society Benefit
148 Giving to Environment/Wildlife
154 Giving to International Affairs

159 State Laws Regulating Charitable Solicitations

181 Giving Worldwide

189 Annual Report of the AAFRC Trust for Philanthropy

197 Appendixes
198 A. Methodology
204 B. Advisory Council on Methodology and Editorial Advisory Committee
205 C. Sources of Philanthropic Information
209 D. National Taxonomy of Exempt Entities

Order Form

Foreword

In 1991 we continued to cope with the recession and its effects, but we also saw signs of optimism and recovery. Many Americans did not experience an end to personal hardship immediately following spring announcements that the recession was easing. Unemployment reached 6.6 percent in 1991, higher than in 1990. Moreover, in the eighteen months between June 1990 and January 1992, Americans lost 300,000 more jobs than in the parallel period during the 1982 recession. Also in contrast to the last recession, in 1991 the safety net provided by government was weakened in many states. Events in the business community were also of concern; business failures and business failure rates were higher in 1991 than 1990, and they were also higher than in 1982.

On the other hand, there are recent economic events that bode well for robust giving levels. The stock market rallied in November and December, making dramatic gains over the same months in 1990. And by now many people have heard the news that affluent Americans did well in the 1980s and early '90s and, indeed, that there are more wealthy persons now than there were ten years ago.

How did these divergent scenarios affect American giving? As past behavior would lead us to predict, Americans were generous to nonprofits in 1991. Giving as a percent of gross domestic product was higher in 1991 than in any year since 1959, when *Giving USA 1992's* time series begins. Americans also donated a higher percentage of their personal income than they have in the twenty-one year period documented in *Giving USA 1992*.

To be sure, some people were less able to make voluntary contributions this year than in previous years, even as others found their incomes and wealth had grown substantially in recent years. Sectors of the nonprofit economy also met with varying levels of success in attracting philanthropic support. Some kinds of organizations fared exceedingly well, while others lost ground. Indeed, even within certain fields there were variable patterns of giving. To illustrate, hospitals did not do as well as other health groups; large art museums did better than other art organizations.

Many people have asked recently, "What effect did the recession have on philanthropy?" Though more information related to this question needs to be gathered in upcoming years, the initial response must be that it had a complex effect. Considering the time period covered in this book, in half the years with recession months, giving outpaced inflation, and in half it did not. In the most recent recession we saw the value of giving eroded by inflation in 1990 but outpacing it in 1991. Still, it does not suffice to say that giving went up or down in 1991. The modest increase in overall giving belies considerable ups and downs, which are detailed in this edition of *Giving USA*.

In addition to reporting on recent trends and events in philanthropic giving, *Giving USA 1992* includes four major innovations:

- First, *Giving USA 1992* has more and better graphics, making statistics clearer and the data more evident than in previous years.

- Second, constant dollar figures are now adjusted to show 1991 dollars, making these most significant charts and tables both more straightforward and useful to practitioners.

- Third, our chapter on religion is more detailed than in previous editions in an effort to provide as much information as possible on the sector that receives most of the charitable donations, yet about which we have the least hard data.

- Finally, the National Center for Charitable Statistics coded the AAFRC Trust's survey respondent lists, so that organizations we survey are categorized by a nationally-recognized system of recording. The NCCS taxonomy system was developed in cooperation with the IRS and is used by other research organizations, such as The Foundation Center, to code nonprofit organizations by category.

Martin Grenzebach
Chairperson
AAFRC Trust for Philanthropy

James J. Biggins
Chairperson
American Association of Fund-Raising Counsel

American Association of Fund-Raising Counsel, Inc. and the AAFRC Trust for Philanthropy, Inc.

The American Association of Fund-Raising Counsel was founded in 1935 to advance professional and ethical standards in philanthropic fund-raising consulting, and to promote philanthropy in general.

Early Association leaders were intimately aware of what philanthropy had accomplished for America and for Americans. They wanted to ensure that fund-raising counseling firms contributed positively to the cause that has been so important to the nation's houses of worship, cultural and arts institutions, colleges and universities, hospitals, health associations, human service providers, and other nonprofit organizations.

The founders sought to enhance the professionalism of a field that was disorganized and sometimes misunderstood and mistrusted. Their first act was to develop a Fair Practice Code. The Code, known today as the Standards of Membership and Professional Conduct, is widely accepted as a model for professional ethics in the field.

The Association's other commitment — promoting philanthropy beyond technical fund raising — has also expanded through the years. *Giving USA* was first published as a public service in 1955. In 1985, the AAFRC's fiftieth anniversary was marked with the creation of the AAFRC Trust for Philanthropy.

The Trust, a grantmaking and project-initiating foundation, endeavors to advance research and education in philanthropy.

The Trust's programs include publishing *Giving USA* and *Giving USA Update*, promoting the introduction of philanthropy at the undergraduate level in cooperation with the Association of American Colleges, facilitating an appreciation of the history of the broad field of philanthropy through seminars and courses, commissioning studies and anthologies of seminal works, and sponsoring awards for research in philanthropy and education in cooperation with the Council for Advancement and Support of Education.

American Association of Fund-Raising Counsel, 1992 Member Firms

- Alford, Ver Schave & Associates, Inc.
- American City Bureau
- Paul Blanshard Associates, Inc.
- Campbell and Company, Inc.
- Community Counselling Service Co., Inc.
- Cosgriff Company
- John B. Cummings Co., Inc.
- Development Management Associates
- J. Donovan Associates, Inc.
- Charles R. Feldstein and Company, Inc.
- J.C. Geever, Inc.
- Goodale Associates
- John Grenzebach & Associates, Inc.
- The Bill Heim Company
- IDC
- The Kellogg Organization, Inc.
- Ketchum, Inc.
- Sumner Rahr & Company, Inc.
- Arthur D. Raybin Associates, Inc.
- Ruotolo Associates Inc.
- Robert F. Semple Associates
- Staley/Robeson, Inc.
- Staley/Robeson/Ryan/St. Lawrence, Inc.
- Ward, Dreshman & Reinhardt, Inc.
- Milton Hood Ward and Co., Inc.

1992 Officers

James J. Biggins, *Chairperson*
Lawrence Weber, *Vice Chairperson*
Joanne Hayes, *President*
Jane C. Geever, *Treasurer*
J. Patrick Ryan, *Secretary*

AAFRC Trust for Philanthropy

The Trust is a 501(c)(3) foundation of the American Association of Fund-Raising Counsel. It is governed by a Board of Directors who are leaders of AAFRC member firms and outside "public directors" who are especially committed to the Trust's mission. The 1991 Annual Report is included in this volume.

1992 Officers

Martin Grenzebach, *Chairperson*
Harry L. Staley, *Vice Chairperson*
Joanne Hayes, *President*
Nancy L. Raybin, *Treasurer*
Robert J. Zuer, *Secretary*

Donors: Sales of *Giving USA* contribute significantly to its production costs; however, additional resources are required each year to underwrite research and improvements in methodology. For the 1992 edition we are grateful for the generosity of the following:

The member firms of the American Association of Fund-Raising Counsel, New York, NY
Marts and Lundy, Lyndhurst, NJ
Kansai Keizai Doyukai, Osaka, Japan

Philanthropy in 1991

1991 Philanthropy

The Growth of Philanthropy, 1961-1992

Sources of Contributions, 1959-1991

Uses of Contributions, 1959-1991

State of the Philanthropic Sector

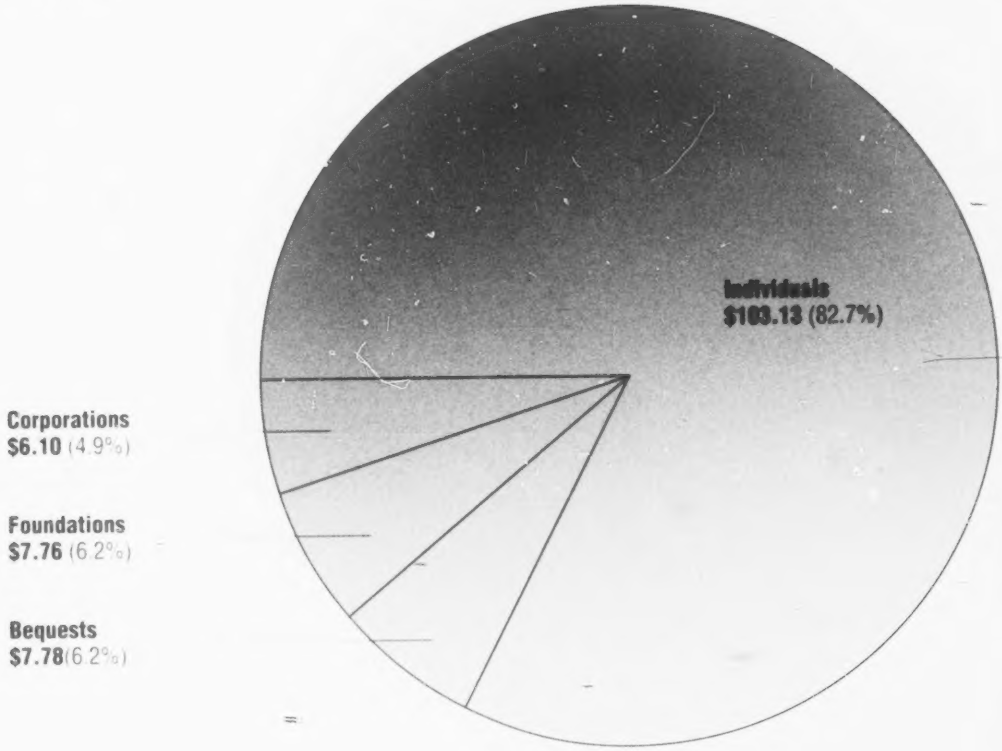
New Features of *Giving USA 1992*

1991 Philanthropy

Total Giving: $124.77 billion

Sources of Contributions

($ in Billions)



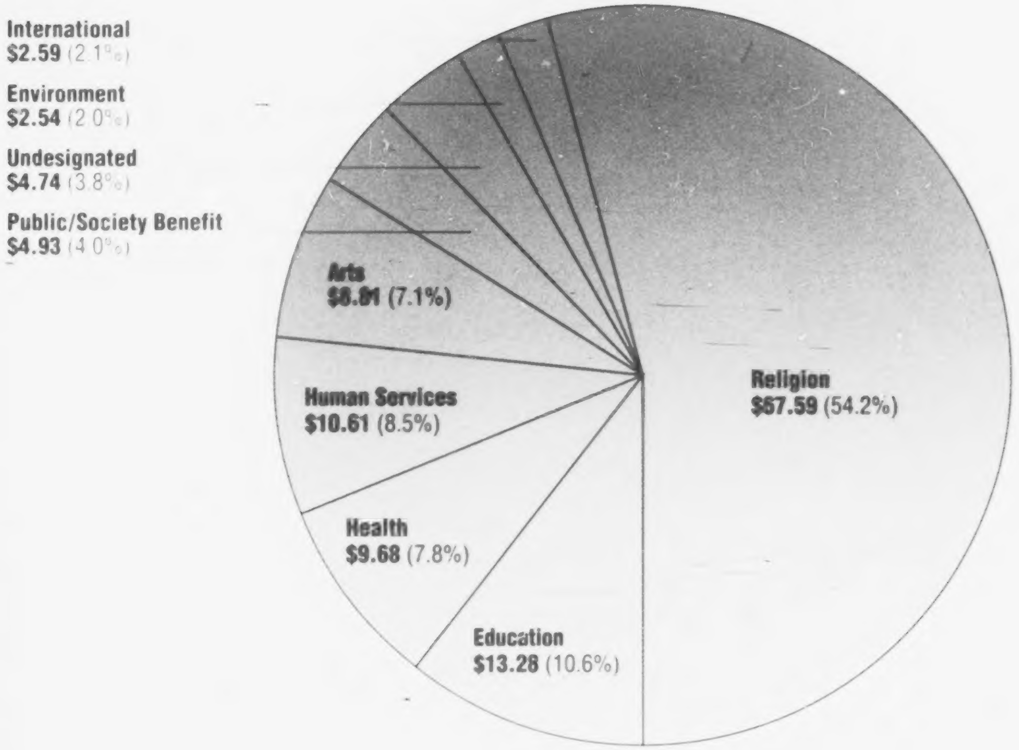
Comparison of 1991 Estimates to 1990 Estimates ($ in Billions)

	Original 1990	Revised 1990	1991	% Change Current $	% Change 1991 $
Sources of Contributions					
Individuals	$101.80	$ 96.60	$103.13	6.76%	1.93%
Bequests	7.79	7.64	7.78	1.85%	-2.76%
Foundations	7.08	7.23	7.76	7.33%	2.48%
Corporations	5.90	6.00	6.10	1.67%	-2.93%
	$122.57	$117.47	$124.77	6.22%	1.41%

Note: Totals and percentage changes incorporate computer rounding.

Uses of Contributions

($ in Billions)



Comparison of 1991 Estimates to 1990 Estimates ($ in Billions)

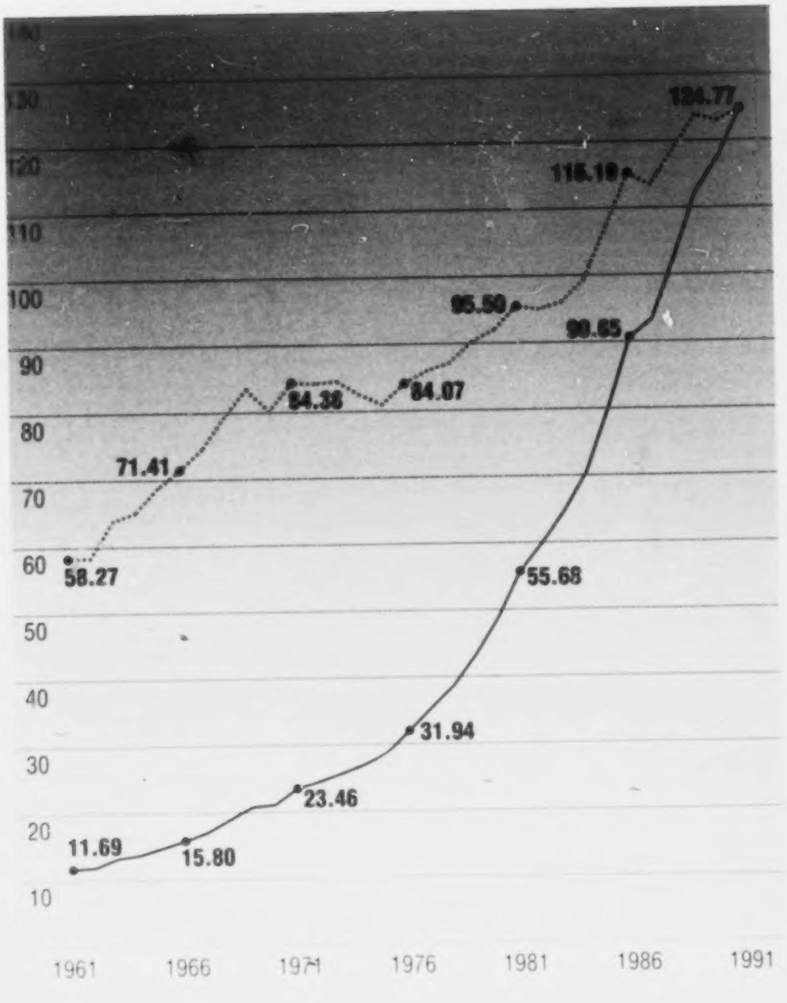
	Original 1990	Revised 1990	1991	% Change Current $	% Change 1991 $
Uses of Contributions					
Religion	$ 65.76	$ 63.31	$ 67.59	6.76%	1.96%
Education	12.41	12.41	13.28	7.00%	2.18%
Health	9.90	9.90	9.68	-2.26%	-6.66%
Human Services	11.82	11.82	10.61	-10.24%	-14.28%
Arts, Culture, and Humanities	7.89	7.89	8.81	11.60%	6.58%
Public/Society Benefit	4.92	4.92	4.93	0.20%	-4.31%
Environment/Wildlife	2.29	2.29	2.54	10.74%	5.75%
International Affairs	2.23	2.22	2.59	16.54%	11.30%
Undesignated	5.35	2.69	4.74		
	$122.57	$117.47	$124.77	6.22%	1.38%

Note: Totals and percentage changes incorporate computer rounding.

The Growth of Philanthropy, 1961–1991

Total Giving
1961–1991
(Current vs
1991 Dollars)

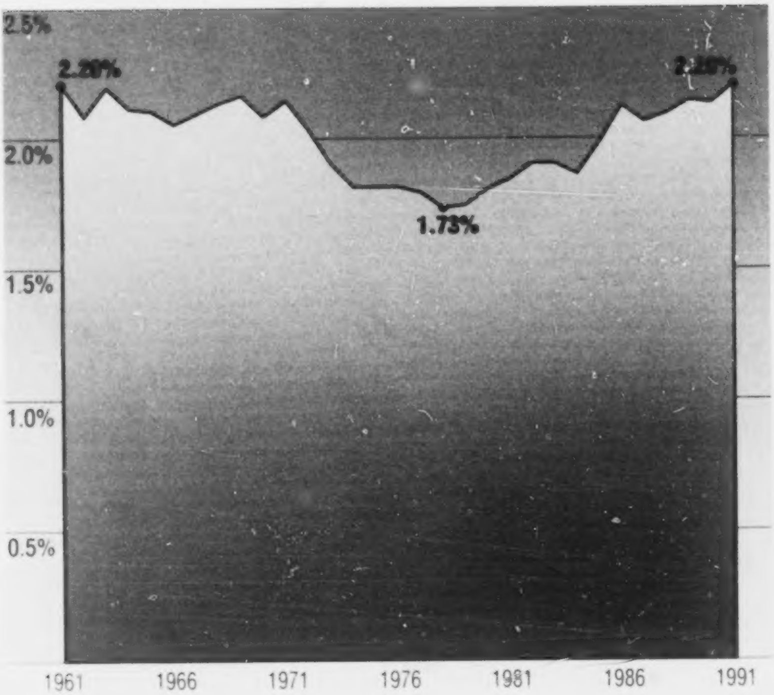
($ in Billions)



Total Giving 1980-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1980	$48.71	$ 91.98	**1986**	90.65	115.19
1981	55.68	95.50	**1987**	93.32	113.47
1982	59.92	94.99	**1988**	102.47	118.56
1983	64.69	96.05	**1989**	112.34	123.85
1984	70.42	99.34	**1990**	117.47	123.03
1985	80.03	107.18	**1991**	124.77	124.77

Giving as a % of Gross Domestic Product 1961-1991

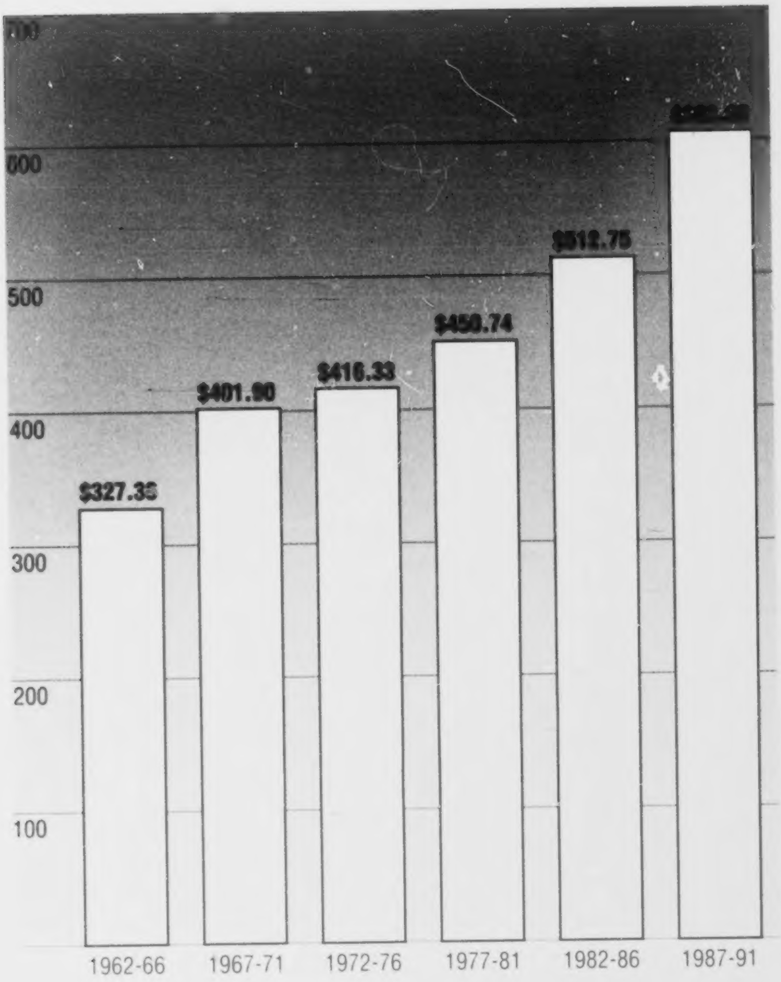


Giving as a % of Gross Domestic Product ($ in Billions)

	Total Giving	GDP	Giving as a % of GDP		Total Giving	GDP	Giving as a % of GDP
1961	$11.7	$531.8	2.20%	**1977**	35.3	1,974.1	1.79%
1962	11.9	571.6	2.08%	**1978**	38.7	2,232.7	1.73%
1963	13.2	603.1	2.19%	**1979**	43.3	2,488.6	1.74%
1964	13.7	648.0	2.11%	**1980**	48.7	2,708.0	1.80%
1965	14.7	702.7	2.10%	**1981**	55.7	3,030.6	1.84%
1966	15.8	769.8	2.05%	**1982**	59.9	3,149.6	1.90%
1967	17.0	814.3	2.09%	**1983**	64.7	3,405.0	1.90%
1968	18.9	889.3	2.13%	**1984**	70.4	3,777.2	1.86%
1969	20.7	959.5	2.16%	**1985**	80.0	4,038.7	1.98%
1970	21.0	1,010.7	2.08%	**1986**	90.7	4,268.6	2.12%
1971	23.5	1,097.2	2.14%	**1987**	93.3	4,539.9	2.06%
1972	24.5	1,207.0	2.03%	**1988**	102.5	4,900.4	2.09%
1973	25.6	1,349.6	1.90%	**1989**	112.3	5,244.0	2.14%
1974	26.9	1,485.6	1.81%	**1990**	117.5	5,513.8	2.13%
1975	28.6	1,585.9	1.81%	**1991**	124.8	5,671.8	2.20%
1976	31.9	1,768.4	1.81%				

Total Giving in Five-Year Spans Inflation-Adjusted Dollars

(Billions of 1991 Dollars)



Total Giving in Five-Year Spans (Billions of 1991 Dollars)

	1962-66	**1967-71**	**1972-76**	**1977-81**	**1982-86**	**1987-91**
	$58.36	$74.51	$84.23	$85.96	$94.99	$113.47
	63.82	79.32	84.52	87.09	96.05	118.56
	65.07	83.52	82.53	90.21	99.34	123.85
	68.70	80.17	80.98	91.98	107.18	123.03
	71.41	84.38	84.07	95.50	115.19	124.77
Total:	**$327.36**	**$401.90**	**$416.33**	**$450.75**	**$512.75**	**$603.68**

Giving by Source 1959-1991 (Billions of 1991 dollars)

	Total	% Change	Corporations	% Change	Foundations	% Change	Bequests	% Change	Individuals	% Change
1959	$54.52		$2.66		$3.68		$2.68		$45.50	
1960	56.23	3.15%	2.60	-1.99%	3.61	-1.82%	3.41	27.03%	46.60	2.44%
1961	58.27	3.63%	2.69	3.39%	3.50	-3.15%	4.73	38.89%	47.34	1.59%
1962	58.36	0.16%	3.00	11.30%	3.44	-1.75%	3.44	-27.40%	48.49	2.43%
1963	63.82	9.35%	3.21	7.01%	3.96	15.26%	4.25	23.54%	52.40	8.06%
1964	65.07	1.95%	3.45	7.70%	3.94	-0.48%	4.52	6.38%	53.15	1.43%
1965	68.70	5.58%	3.61	4.63%	5.26	33.54%	4.75	5.20%	55.07	3.61%
1966	71.41	3.95%	3.61	-0.18%	5.65	7.33%	5.92	24.61%	56.23	2.12%
1967	74.51	4.34%	3.60	-0.05%	6.12	8.37%	6.12	3.41%	58.66	4.31%
1968	79.32	6.46%	4.06	12.52%	6.71	9.56%	6.71	9.56%	61.85	5.44%
1969	83.52	5.29%	4.07	0.46%	7.25	8.03%	8.05	20.03%	64.14	3.71%
1970	80.17	-4.01%	3.09	-24.11%	7.24	-0.07%	8.12	0.82%	61.71	-3.78%
1971	84.38	5.26%	3.11	0.71%	7.02	-3.14%	10.79	32.93%	63.46	2.83%
1972	84.23	-0.19%	3.38	8.49%	6.89	-1.79%	7.23	-32.97%	66.72	5.14%
1973	84.52	0.34%	3.67	8.56%	6.59	-4.34%	6.59	-8.89%	67.67	1.41%
1974	82.53	-2.35%	3.56	-2.83%	6.46	-1.94%	6.34	-3.80%	66.16	-2.23%

1975	80.98	-1.87%	3.47	-2.66%	4.67	-27.80%	6.31	-0.54%	66.54	0.58%
1976	84.07	3.82%	3.74	7.92%	5.00	7.18%	6.05	-4.00%	69.28	4.11%
1977	85.96	2.25%	4.08	8.87%	4.86	-2.74%	5.16	-14.83%	71.87	3.74%
1978	87.09	1.32%	4.07	-0.20%	4.89	0.46%	5.85	13.56%	72.28	0.58%
1979	90.21	3.58%	4.57	12.37%	4.67	-4.39%	4.65	-20.56%	76.32	5.58%
1980	91.98	1.95%	4.40	-3.73%	5.31	13.56%	5.40	16.10%	76.87	0.72%
1981	95.50	3.84%	4.48	1.90%	5.27	-0.76%	6.14	13.70%	79.61	3.57%
1982	94.99	-0.54%	4.80	7.00%	5.01	-4.85%	8.26	34.53%	76.92	-3.38%
1983	96.05	1.11%	5.45	13.55%	5.35	6.69%	5.76	-30.26%	79.49	3.34%
1984	99.34	3.43%	5.55	1.80%	5.57	4.25%	5.70	-1.07%	82.52	3.81%
1985	107.18	7.89%	5.93	6.97%	6.56	17.77%	6.39	12.091%	88.29	6.99%
1986	115.19	7.47%	6.27	5.62%	6.90	5.14%	7.24	13.38%	94.78	7.34%
1987	113.47	-1.49%	6.00	-4.23%	7.15	3.63%	8.00	10.47%	92.32	-2.59%
1988	118.56	4.48%	5.85	-2.62%	7.12	-0.48%	7.60	-5.00%	98.00	6.15%
1989	123.85	4.46%	6.39	9.39%	7.22	1.48%	7.68	1.09%	102.55	4.65%
1990	123.03	-0.66%	6.28	-1.72%	7.57	4.87%	8.00	4.12%	101.18	-1.34%
1991	124.77	1.41%	6.10	-2.93%	7.76	2.48%	7.78	-2.76%	103.13	1.93%

Giving by Use 1959-1991 (in billions of 1991 dollars)

	Total	% Change	Religion	% Change	Edu-cation	% Change	Health	% Change	Human Services	% Change
1959	$ 54.52		$24.92		$ 6.07		$ 5.81		$ 8.53	
1960	56.23	3.14%	25.43	2.05%	6.40	5.31%	4.82	-17.02%	8.27	-3.05%
1961	58.27	3.63%	26.02	2.31%	6.87	7.34%	5.42	12.45%	8.41	1.62%
1962	58.36	0.15%	26.72	2.67%	7.45	8.53%	6.13	12.99%	8.68	3.19%
1963	63.82	9.36%	28.21	5.60%	8.12	8.92%	6.52	6.43%	9.52	9.69%
1964	65.07	1.96%	29.10	3.14%	8.77	8.03%	7.35	12.64%	9.10	-4.39%
1965	68.70	5.58%	31.26	7.41%	9.35	6.63%	7.44	1.31%	9.63	5.81%
1966	71.41	3.94%	32.67	4.52%	9.32	-0.29%	7.65	2.76%	9.10	-5.53%
1967	74.51	4.34%	33.10	1.32%	9.30	-0.21%	8.34	9.07%	9.04	-0.61%
1968	79.32	6.46%	35.38	6.88%	10.00	7.51%	8.74	4.78%	9.71	7.37%
1969	83.52	5.30%	36.37	2.81%	10.24	2.42%	9.31	6.58%	10.93	12.59%
1970	80.17	-4.01%	35.65	-1.99%	9.92	-3.11%	9.16	-1.66%	11.15	1.99%
1971	84.38	5.25%	36.22	1.61%	9.89	-0.32%	9.39	2.49%	10.83	-2.85%
1972	84.23	-0.18%	34.83	-3.85%	10.28	3.88%	9.66	2.84%	10.90	0.64%
1973	84.52	0.34%	34.75	-0.22%	10.23	-0.44%	10.23	5.96%	10.13	-7.02%
1974	82.53	-2.35%	36.32	4.51%	9.36	-8.55%	10.34	1.04%	9.26	-8.57%
1975	80.98	-1.88%	36.19	-0.37%	7.99	-14.55%	10.20	-1.35%	8.31	-10.35%
1976	84.07	3.82%	37.32	3.12%	8.63	7.97%	10.32	1.16%	7.95	-4.31%
1977	85.96	2.25%	41.31	10.71%	8.81	2.04%	9.95	-3.53%	8.69	9.30%
1978	87.09	1.31%	41.33	0.04%	9.26	5.10%	10.18	2.30%	8.72	0.35%
1979	90.21	3.58%	42.11	1.89%	9.48	2.39%	10.31	1.31%	9.35	7.30%
1980	91.98	1.96%	41.94	-0.39%	9.36	-1.26%	10.08	-2.30%	9.26	-0.95%
1981	95.50	3.83%	42.97	2.44%	9.90	5.76%	9.93	-1.43%	9.64	4.05%
1982	94.99	-0.53%	44.47	3.49%	9.51	-3.92%	9.75	-1.86%	10.03	4.07%
1983	96.05	1.12%	47.24	6.23%	9.87	3.76%	9.91	1.69%	10.62	5.90%
1984	99.34	3.43%	50.14	6.14%	10.28	4.21%	9.65	-2.66%	11.11	4.62%
1985	107.18	7.89%	51.15	2.01%	10.94	6.37%	10.33	7.12%	11.38	2.38%
1986	115.19	7.47%	52.96	3.54%	11.93	9.09%	10.72	3.77%	11.60	1.95%
1987	113.47	-1.49%	59.27	11.91%	11.97	0.33%	11.22	4.59%	11.97	3.19%
1988	118.56	4.49%	64.34	8.55%	11.84	-1.09%	11.09	-1.15%	12.14	1.42%
1989	123.85	4.46%	68.89	7.07%	12.07	1.96%	10.94	-1.29%	12.56	3.43%
1990	123.03	-0.66%	66.30	-3.76%	12.99	7.64%	10.37	-5.25%	12.38	-1.44%
1991	124.77	1.38%	67.59	1.96%	13.28	2.18%	9.68	-6.66%	10.61	-14.28%

*Undesignated category is comprised of three factors:

1. Organizations not captured in the surveys
2. Sources always report more gifts than uses due to methods of calculating and reporting contributions.
3. Methodology

Note: Percentage changes may not be exact due to computer rounding.

Giving by Use 1959-1991 *(Continued)*

	Arts/ Culture	% Change	Public/ Society Benefit	% Change	Environment/ Wildlife	% Change	International Affairs	% Change	Undesignated*
1959	$2.08		$1.52						$ 5.58
1960	2.07	-0.36%	1.59	4.98%					7.64
1961	2.06	-0.31%	1.58	-0.74%					7.91
1962	2.01	-2.66%	1.53	-3.33%					5.85
1963	2.34	16.58%	1.81	18.13%					7.30
1964	2.06	-12.01%	1.83	1.51%					6.86
1965	2.03	-1.63%	1.77	-3.64%					7.23
1966	2.43	19.60%	1.76	-0.15%					8.49
1967	2.44	0.65%	1.79	1.70%					10.49
1968	2.54	3.96%	1.80	0.20%					11.16
1969	2.90	14.08%	2.26	25.79%					11.51
1970	2.53	-12.59%	1.74	-23.23%					10.02
1971	3.63	43.57%	2.46	41.68%					11.96
1972	3.79	4.40%	2.83	14.92%					11.95
1973	4.16	9.63%	2.05	-27.63%					12.97
1974	3.68	-11.48%	2.06	0.44%					11.52
1975	4.41	19.72%	2.23	8.58%					11.66
1976	5.97	35.56%	2.71	21.46%					11.18
1977	5.64	-5.51%	2.97	9.51%					8.59
1978	5.41	-4.24%	2.43	-18.05%					9.77
1979	5.70	5.44%	2.57	5.57%					10.69
1980	5.94	4.28%	2.75	7.28%					12.64
1981	6.28	5.63%	3.07	11.46%					13.72
1982	7.86	25.21%	2.66	-13.28%					10.71
1983	6.25	-20.54%	2.80	5.32%					9.36
1984	6.35	1.61%	2.74	-2.42%					9.07
1985	6.80	7.15%	2.97	8.61%					13.61
1986	7.41	8.93%	3.11	4.75%					17.45
1987	7.68	3.62%	3.49	12.16%	$1.60		$2.70		3.57
1988	7.86	2.38%	3.72	6.41%	1.75	8.92%	2.28	-15.66%	3.55
1989	8.27	5.22%	4.23	13.95%	1.93	10.53%	1.89	-16.94%	3.06
1990	8.26	-0.09%	5.15	21.69%	2.40	24.34%	2.33	23.14%	2.85
1991	8.81	6.58%	4.93	-4.31%	2.54	5.75%	2.59	11.30%	4.74

State of the Philanthropic Sector, 1991

$124.77 billion!

In 1991 Americans donated an estimated $124.77 billion to those tax-exempt organizations to which contributions are tax-deductible. Contributions to these nonprofits have been increasing for the thirty-seven years that *Giving USA* has been published. Some of this increase is due to an increasing population, and some is due to inflation. It may also be attributed to growth in the country's overall economy and to an increase in the number of nonprofits asking for contributions.

The country's population has increased nearly forty percent since 1960; giving in real dollars has increased more than three times as much, indicating that population increases account for only a portion of the growth in philanthropy. Over the past thirty years, giving outpaced inflation in all but seven years. Giving in the late-1980s and early 1990s also increased as a percent of gross domestic product.

Total giving in 1991 increased by 6.2% and outpaced inflation by 1.4%. The modest increase is still an improvement over last year, when giving did not keep pace with inflation.

Giving by individuals rose to an estimated $103.13 billion, a 6.8% increase (1.9% in constant terms). Factors that contributed to this growth were the strong stock market performance in November and December as compared to the same months the previous year, an increasing population in the prime-giving age range of 35-64, and a small increase in personal income.

Giving by bequest, or willed giving, grew only slightly, to an estimated $7.7 billion. This represents a 1.9% increase (-2.8% in constant terms). It is difficult to predict bequest figures, since they depend to a large extent on deaths.

Giving by foundations also increased, reaching an estimated $7.8 billion. This increase represents a change of 7.3% (2.5% in constant terms). The increase was modest, partly because of the fact that assets were relatively low at the time 1991 grants were being appropriated. That is, foundation assets dropped considerably in 1990. However, assets grew by an estimated 18.3% in 1991. The low starting point of assets no doubt contributed to the magnitude of the growth, but improvement in the stock market also provided fuel for the increase.

Corporate donations inched up to an estimated $6.1 billion, an increase that did not keep pace with inflation. Corporate profits declined in 1991, and assets of corporate foundations grew only slightly in 1990. Despite the levelling of corporate giving, in relation to income, corporations gave more generously than in the past few years, and corporate foundations have been drawing on their assets more and more to maintain giving levels. Thus, the current level of corporate giving reflects the financial health of the corporate sector more than it reflects company attitudes about philanthropy.

Among recipients of donations, the picture was similarly mixed. Giving to religion reached an estimated $67.6 billion, a 6.8% increase (2% in constant terms). Gifts to religion come primarily from individuals, and growth in that category closely parallels growth in individual giving. It would be inaccurate to compare *Giving USA* figures before 1987 with those after 1987 because of changes in methodology.

The small categories of environment/wildlife and international affairs grew considerably, by 10.7% and 16.5%, respectively (5.8% and 11.3% in constant terms). Nonetheless, giving to each of these categories represents only two cents of every charitable dollar. Together, they account for approximately four percent of giving.

Giving to the arts also increased considerably, reaching a high point of $8.81 billion. Most of the increase — of 11.6% (6.6% in constant terms) — can be attributed to an increase in donations to a few large art museums. Other arts organizations, including small museums, reported small gains or losses. Giving to art museums may have been augmented by anticipated changes in tax law regarding gifts of appreciated tangible property. It is also noteworthy that, since much of the increase in giving to art museums was in the form of gifts of art, the operating budgets of the recipient museums may not have increased commensurately. Cash for 1992 expenses is no doubt in shorter supply than the increase in giving would indicate.

Giving to education also increased, reaching a high of an estimated $13.3 billion. The increase of 7% outpaced inflation by 2.2%. Though giving to higher education in the 1990-1991 fiscal year, as reported by the Council for Aid to Education, did not keep pace with inflation, it is important to note that the fiscal year ends June 30th and does not include the later months of the 1991 calendar year. The stock market performance at the end of calendar 1991 boosted giving as did the easing of the recession.

Giving to health amounted to an estimated $9.7 billion, a decline of 2.3% (-6.7% in constant terms). This overall drop belies variability within the health field. Giving to nonprofit hospitals as reported by the Association for Healthcare Philanthropy declined; however the AAFRC Trust's research on giving to other health organizations indicated that giving to organizations other than hospitals kept pace with inflation.

Giving to public/society benefit organizations reached $4.9 billion, an increase of .2% (-4.3% in constant terms). Giving to this sector of the nonprofit economy had been growing dramatically prior to 1991. In 1981, giving to these organizations amounted to an estimated $1.79 billion ($3.07 in 1991 dollars). Thus, what we have observed in 1991 may represent the typical levelling after a period of fast growth.

For the second year in a row giving to human service organizations did not keep pace with inflation. Giving in 1991 is estimated at $10.6 billion, a drop of 10.2% (-14.3% in constant terms). In 1991 dollars, giving to human service groups in 1991 was equal to the level of giving in 1983 and lower than in every year thereafter. The decline in giving coincided with an increase in demand for human services and a decline in government funding and contracts in that area.

What do we know about nonprofits in 1991? How do we know it?

Since research about the nonprofit economy is changing at a fast pace, this is a good time to take stock of what we know. What do the numbers about giving signify? How good are the estimates?

First, another glance at the data reveals that giving as a percent of gross domestic product has hovered around the two percent mark for at least three decades. Thus, the amount we Americans give to philanthropy in relation to the other uses of our money has not changed significantly — for better or for worse — in over three decades. As the figure on page 13 illustrates, giving is at a high point now, but this high point is not substantially higher than at other times in the country's post-World War II history. Some of the increase we observe in giving is a product of overall growth in the economy.

A second matter is that we must understand that the figures in *Giving USA* are estimates. A number on a page signifies precision because each number can only represent a single value. Numbers have very little nuance, even when we modify them with such words as "estimated," "approximate," "about." In reality, each number in *Giving USA* or, for that matter, in *Statistics of Income* reports from the government, is an estimate.

Individuals, on a survey or a tax return, summarize financial transactions, and they make some mistakes as well as some generalizations which are not meant to be precise. Nonprofit researchers or the IRS summarize these data, data we know are estimates. These summaries also contain generalizations and errors. Some of them are due to methodology. Others occur simply because economics is a social science; it is a study of human behavior and is only as predictable as its subjects.

A third caveat arises from the nature of our country. The United States is large and diverse. Each section of the country has its own mini-economy. *Giving USA* summarizes national data. Those data combine details from many regions. Some parts of the country are doing very well, better than national data indicate. Other areas are not faring as well, and nonprofits in those areas may be having more difficulty than are their counterparts in other regions. *Giving USA* is not meant as a substitute for local research which would distinguish among regions.

Used correctly, the data we have are immensely useful. They summarize a vast and complex sector of the economy, and they help us to understand, broadly, what activities people support with their money and volunteer time.

There is a great deal of interest in the nonprofit sector today. More and more agencies and organizations are studying and attempting to regulate it. We are at a point in our understanding of these organizations where we are increasingly cognizant of the line between the right of citizens to have access to information about those organizations which receive preferred tax treatment in exchange for a commitment to operate in the public interest and the liberties of those organizations to function without undue restraint.

This is also an exciting time to be part of the philanthropic sector because research in the field has matured appreciably in just a few years. Also, increasingly, nonprofits are operating in an international arena, and more countries are beginning to keep statistics on the sector. As governments change, so will the nonprofit sector in relation to them, and we are in a position to understand these global events better than ever before. Thus, our understanding of nonprofits in America is growing rapidly just as events in world history broaden the scope of our concerns. The challenge before us is to organize a growing body of increasingly complex information and to use the results responsibly. In the next chapter, we discuss some important ways *Giving USA* has improved to reflect changes in the nonprofit sector.

Effects of Federal Budget on Nonprofits[1]

Though charitable contributions have been increasing, they have not offset reductions in government spending in program areas served by the nonprofit sector. Tax cuts and defense spending increases of the early 1980s created a large federal budget deficit which government has been under pressure to reduce without increasing taxes.

Though there has been some recent willingness to trim the defense budget and increase spending in other areas, in real dollars nonprofits generally receive less federal money now than they did in 1980. In *The Federal Budget and the Nonprofit Sector: FY 1992*, Lester Salamon and Alan Abramson demonstrate that federal outlays in six budget functions of particular interest to nonprofits did not fare well in the 1980s. These are education, social services, employment and training, community development, international affairs, and health.

Excluding Medicare, Medicaid, and income assistance, where payments are less discretionary, federal spending on these six functions was 9% lower in 1991 than in 1980. Even including income assistance, federal spending was 7.4% lower in 1991 than in 1980. Only when one adds Medicare and Medicaid, whose growth was spurred primarily by demographic shifts, do budget figures show an increase.

According to Salamon and Abramson, private giving was only able to offset less than half the reduction in federal funding that occurred during the 1980s. The good news is that toward the end of the '80's, when private philanthropy increased and congress held the line on more budget cuts, the gap created by federal retrenchment closed somewhat. The authors caution, however, that all the growth in private giving went just to replace federal spending that had existed in 1980, not for expansion of services.

The authors also note that they did not account for increased demand for services typically provided by nonprofits that occurred during the recession. Increases in the need for the services of the nonprofit sector combined with a reduction in government support for those services, rather than a decline in philanthropy, have caused a number of nonprofits to suffer financially.

Standards for Nonprofits

Nonprofits have been under increasing pressure to standardize and regulate their activities. Everything from financial reporting to the scope of an organization's activities has been a subject of study. Government, private, and academic institutions have all had a hand in crafting standards and developing criteria to evaluate, control and examine the sector's 501(c)(3) organizations. There are over 900,000 tax-exempt organizations, and donations to nearly 500,000 of those are tax-deductible. These 500,000 are classified as 501(c)(3).[2]

Nonprofit status is a public trust, and thus the public has the right to question the practices of charitable organizations. Government, too, has an inherent interest in regulation, not only because of advocacy by for-profit organizations and public pressure to monitor the activities of nonprofits, but because tax exemption is in effect a public expense. Nonprofit managers, their donors, and researchers who study them would also benefit from accurate reporting and access to accurate information about the sector.

Nonetheless, notwithstanding well-publicized cases of gross fraud, revenue gains from more zealous oversight by government are likely to be minimal. Except when the tax-exempt status of an organization is revoked, there is no additional revenue to be gained by auditing a nonprofit. Nonprofit managers and executives would themselves benefit from better information, but there is a cost to them to provide it. They are already performing myriad administrative functions and may regard as onerous the additional demands that would be imposed by adhering to more regulations, standards, and reporting protocols.

Thus, the reaction, both from government and from the nonprofits, to increased regulatory activity will be mixed. Many will appreciate the importance of overseeing the sector but will nonetheless lack enthusiasm for the proposed regulations and standards. Virtually everyone agrees that it is important to eliminate and prevent fraud in nonprofits, but opinions diverge about the appropriate means to that end. Following is a sampling of some of the recent activity aimed at overseeing the nonprofit sector. A listing of the state laws governing charitable solicitation is included in a separate chapter.

Among the well-publicized cases of government activity were those surrounding the tax-exempt status of nonprofit hospitals, which are sometimes viewed as not providing enough charity care. The House Ways and Means Committee heard testimony about the appropriate criteria to be followed in determining the tax-exempt status of nonprofit charitable hospitals.

The committee considered whether the standard for hospitals to maintain their tax-exemption established in 1969 and upheld in 1974, should prevail as the standard today. Existing law does not require nonprofit hospitals to provide substantially different services than for-profit hospitals, with the exception of the requirement that the hospital maintain an emergency room open to anyone, regardless of ability to pay.

In 1991 the government also launched an intensive investigation of universities that receive federal research grants. Stanford University, among others, was investigated by a congressional oversight subcommittee because of items it charged to the federal government as research costs. The General Accounting Office, the House Energy and Commerce Committee, and the National Institutes of Health have all become more vigilant in their review of universities with contracts to perform research. So far, fourteen universities have been charged with improper billing.

Nongovernmental bodies also have a hand in evaluating charities. Both the Council of Better Business Bureaus' Philanthropic Advisory Service (CBBB PAS) and the National Charities Information Bureau (NCIB) do so. Though neither organization has authority to compel compliance from nonprofits, both groups regularly respond to requests to evaluate the degree to which tax-exempt groups comply with their standards.

CBBB PAS and NCIB standards differ in some regards but essentially aim to achieve the same overall goals. For example, both organizations propose guidelines for how expenses should be allocated among fund-raising, administrative, and program functions. Both require that books be kept according to generally accepted accounting principles (GAAP) and that organizations publish an annual report. Governance is covered in the standards of both organizations, including stipulations about the size of the Board of Trustees and the frequency of trustee meetings.

Nonprofit accounting has also ~~been~~ been the subject of scrutiny. For example, it has been more than a year since the Financial Accounting Standards Board (FASB) proposed new accounting rules for nonprofits. The proposals caused voluminous protest from nonprofits, primarily because of how they treated certain kinds of contributions and property. Among the most hotly contested of the proposed rules were:

- Recording the fair market value of certain kinds of volunteer labor as revenue;
- Recognizing pledges as revenue when the donor makes a commitment, rather than when the pledge is paid and categorizing unpaid pledges as bad debt;
- Assigning a market value to certain non-cash donations and possessions for which there is a market and counting them as revenue or assets.

Objections to the rules were based on both the expense and difficulty of adhering to them as well as on questions about their validity. For example, recognizing pledges as revenue before they are paid inflates the picture of an organization's financial status. This is misleading to donors, who may assume that the organization is reaping more contributions than it is, earlier than it is. It would especially distort the value of very large gifts paid over time, whose value erodes significantly with inflation. No final version of the standards has been released as FASB continues to review the recommendations and comments from nonprofit organizations.

Another attempt to monitor nonprofit reporting practices came from the academic community. A July 1991 report by the Nonprofit Quality Reporting Project of Baruch College at the City University of New York examined the scope and implications of financial reporting problems on IRS form 990 that nonprofits with gross annual receipts of $25,000 or more are required to file. The project's report, "Enhancing the Quality of Public Reporting by Nonprofit Organizations," estimates that data reported by nonprofits on 990's are sometimes as much as 62% inaccurate, though there is considerable variability in error rates.'

Inaccuracies on 990's include reporting certain expenses incorrectly (for example, listing fund-raising, management, and general expenses as program expenses and vice versa). Also, some organizations do not follow generally accepted accounting principles (GAAP), and their 990's would contain errors even if the IRS form accurately reflected the organization's books.

Self-Regulation By Nonprofit Professional Associations

Nonprofit professional associations have also been working toward raising standards in the belief that self-regulation is an essential component of ethical governance within the sector. Among the organizations which drafted, adopted, or revised existing codes of ethics or standards of conduct were the National Society of Fund-Raising Executives (NSFRE), the American Association of Fund-Raising Counsel (AAFRC), and the Council for Advancement and Support of Education (CASE).

The Ethics Committee of the National Society of Fund-Raising Executives (NSFRE) is currently circulating a draft of Standards of Professional Practice to be included in its existing Code of Ethical Principles. During 1991 NSFRE met frequently to discuss the draft. The Standards, still in draft form, propose to restore a prohibition of percentage compensation.

The American Association of Fund-Raising Counsel (AAFRC) revised two provisions in its Standards of Membership and Professional Conduct at its 1991 Annual Meeting. The revisions tighten existing standards by prohibiting percentage compensation as payment for services and proscribing member firms from accepting "custody of funds" intended for a client institution.

The AAFRC has always maintained that percentage compensation is poor professional practice and detrimental to nonprofits. The change in language of the new code, from "avoid" to "prohibit," confirms and strengthens the organization's position on the practice. The AAFRC standard is supported by numerous domestic and international fund-raising organizations as well as research and nonprofit consortia.

The prohibition of counsel retaining "custody of funds" that are intended for a client addresses the concerns of government regulators who believe that a strong linkage exists between holding monies for an institution and suspect or fraudulent fund-raising practices. Though AAFRC member firms have always maintained this prohibition in practice, including it in the Standards emphasizes the organization's stance in relation to the practice.

The Council for Advancement and Support of Education (CASE) is currently circulating guidelines for standardizing how colleges and universities report gifts. For example, currently some institutions count pledges as gifts; others count gifts only when they are paid out. The proposal is still in the initial stages; a draft for comments is under consideration by interested parties.

Postal Rate Increases

Nonprofits' average mailing costs increased by 25% in February. Costs for mailing larger than letter-sized pieces, called "flats," increased 40%. The rates for flats are expected to rise again in 1992. The postal service estimates that flats currently comprise about a third of all third-class, nonprofit mail.[5] Third-class mail volume fell between May 1990, and May 1991, probably in response to the February postage increase. Despite the decline in mailings, the price increase garnered just over a million dollars in increased revenue to the post office from third-class, nonprofit mailings.[6]

How Can One Get More Details about Nonprofit Finances?

Persons or organizations wishing details of a group's finances should request the organization's IRS form 990 either from the group itself or from the state service center where the group is located. State service centers will mail photocopies of 990's to anyone who requests them. A table of these service centers and the areas they serve can be obtained by writing to:

IRS FOI Reading Room
Box 388 Ben Franklin Station
Washington, D.C. 20044

Request **Exhibits 900-2 and 900-3**. While you can look at 990's in the IRS Freedom of Information Reading Room in Washington, the reading room has to obtain the forms the same way you would — by writing to the state service centers and waiting for the forms to arrive in the mail. Thus, you may be better off going directly to the source. When you write to the service centers, be sure to specify that you want the IRS 990 form, including all attachments and exhibits, if you want a full report. Bear in mind, that it can take several weeks to receive forms in the mail and that information may be late or incomplete.

If you go directly to an organization, that organization is required by law to show you a copy of its 990, without requesting any identifying information from you. The organization is not, however, obligated to photocopy the form for you or permit you to remove it from the premises to copy it. Though 990's represent the best source of financial data about nonprofits available to the public, they may also contain errors.

Nonprofit Sector Research Fund Awards First Grants

In December 1991, the Nonprofit Sector Research Fund announced its first series of research grants. The fifteen grants awarded in 1991 amounted to $453,000 and ranged in amount from $15,000 to $50,000. The Fund, housed at the Aspen Institute in Washington, D.C. and directed by Elizabeth T. Boris, was established to support basic and applied research about the nonprofit sector.

The Fund is supported by foundations and other nonprofit organizations, corporations and individuals. It enables these entities to increase their investment in research using the Fund as a vehicle for evaluating grant proposals and allocating grants. In addition to serving as an easily identifiable source of funding for research, the Fund numbers among its primary functions that of disseminating findings from the research it has supported.

The Fund outlines nine interest areas: Democracy; Role of the Nonprofit Sector; Advocacy; Philanthropy, Governance, Public Accountability; Financial Resources; Nonprofit Sector Workforce; International Dimensions of Nonprofit Activities.

The objective of the Fund is to expand the knowledge about nonprofits so that decisions in and about the sector will be based upon better and more complete information. The Fund also promotes collaboration between scholars and practitioners in undertaking research. In addition to encouraging practitioners as well as academic researchers to apply for grants, the Fund welcomes proposals from doctoral candidates, scholars who are new to the field of nonprofits, women, and minorities.

The Fund's first round of grants reflected these guidelines. Research supported by 1991 grants includes studies of the relationship of such factors as race and sex to the activities and management of nonprofits. The Fund sponsored studies of poverty, homelessness and health care. Additionally, it supported a study of the ways government and nonprofits interact, and one project examines the issue of unfair competition between for-profit and nonprofit organizations.

Notes on The State of the Philanthropic Sector

1/ All data are from Lester M. Salamon, Director of the Institute for Policy Studies at The Johns Hopkins University, and Alan J. Abramson of the Urban Institute, *The Federal Budget and the Nonprofit Sector: FY 1992.*

2/ Contributions to 501(c)(3) organizations are tax-deductible. There are nearly 500,000 of these entities. There are more than 900,000 nonprofits, which are tax-exempt, but all are not eligible to receive tax-deductible contributions.

3/ Bruce R. Hopkins, ed., *The Nonprofit Counsel,* Vol. VII No. 8, August, 1991.

4/ The report originally appeared in *Philanthropy Monthly.*

5/ Holly Hall, "Postage Increase Likely for 'Flats,'" *The Chronicle of Philanthropy,* October 8, 1991, p. 24.

6/ Jim & Tom Romer, "Nonprofit Third Class Volume," *Nonprofit Times,* August, 1991, p. 1.

7/ Press Release, The Non-Profit Sector Research Fund, The Aspen Institute, January 6, 1992.

This year's edition of *Giving USA* contains some important changes. The system of recording and reporting about tax-exempt organizations is improved, and we are developing a clearer understanding of what the information we have represents. In recent years, government and nonprofit researchers have made strides toward the goal of achieving a more complete and accurate view of the nonprofit sector. A more uniform way of categorizing nonprofit organizations has been designed; the benchmark by which we measure economic growth has changed; and numerous studies have influenced the way we think about voluntary giving. In *Giving USA 1992*, we have changed the way we present and classify information to take advantage of progress and development in the field. Following is an outline of the primary changes to this edition of *Giving USA*.

Gross Domestic Product

On December 4, 1991, the Commerce Department began focusing upon Gross Domestic Product (GDP), as opposed to Gross National Product (GNP), as the nation's principal measure of economic activity. Gross Domestic Product counts production which takes place within the United States; it does not count production by United States citizens or capital outside the country's borders, but it does include production by foreign persons or interests which take place in the United States. Gross National Product, on the other-hand, represents production by American labor and capital both at home and in foreign countries; it excludes production by foreign citizens or foreign-owned firms, even if those entities function in the United States.

This distinction may at first appear dramatic, and conceptually it is, but in the United States, Gross National Product and Gross Domestic Product are actually very close in value. For example, in 1990 Gross Domestic Product was $5,513.8 billion; Gross National Product in 1990 was $5,524.5 billion.

The government began using GDP for several reasons. First, GDP is more closely related to factors in the economy such as short-term variations in employment and investment than is GNP. Second, most other countries have been using GDP for many years. For some of these countries, the difference between GNP and GDP is vast, and thus, the distinction appears more meaningful in analyzing their economies. For the United States, the change will not appear large, but it will synchronize the country with the international economic community. Thus, in comparing data from the United States with those from abroad, one is comparing apples to apples when using GDP. Tables in *Giving USA* which showed giving as a percent of GNP have been changed to show giving as a percent of GDP.

Adjusting for Inflation

"The only way to think clearly about money over time is to make comparisons using inflation-adjusted units of money."[1] This statement, by a noted authority on the descriptive power of numbers and their graphic representations, means that any measure of growth in philanthropic finances must be viewed taking into account the change in prices in the sector. Because of inflation, growth will almost always occur in unadjusted currency in any financial market. Some charts in *Giving USA* will illustrate growth from both perspectives (current and constant dollars). Some tables include only inflation-adjusted figures.

Giving USA uses as its index of inflation the services component of Gross Domestic Product. This is a better index for the philanthropic sector than other indices, such as the Consumer Price Index, because it focuses upon services, which represent most of the sector's costs. In 1991 inflation measured by the Consumer Price Index was just over three percent; service prices increased more than 4.5%. Nonetheless, the services index is an imperfect measure because the goods and services purchased by nonprofits are quite specialized and may not correspond to those purchased by other service industries. However, until a deflator designed specially for the philanthropic economy is devised, the services component of GDP is the closest measure available.

Since 1988, when *Giving USA* first began to adjust its figures for inflation, we have used a 1982 index of inflation; in this issue we use the 1987 index, which is the most current index now available. The index is adjusted to illustrate 1991 dollars.

There are two primary effects of the adjustment to 1991 dollars. First, when depicting constant and current dollars graphically, the figures will meet in the present, rather than at the year of the index. Adjusted dollars in years after the index deceptively decline in a table unless we use 1991 dollars. Second, it is easier to visualize giving if we can think of it in currency we are accustomed to spending. The reader should bear in mind that the index is from 1987, and that the basket of goods from which it is derived is from 1987, not from 1991. Thus, changes occurring between 1987-1991 will become apparent when the index is next updated. For example, 1991 dollars according to a 1982 index may be different than 1991 dollars according to a 1987 index.

Graphics and Data Presentation

Since a primary purpose of *Giving USA* is to capture the activities of a very broad and diverse sector in a small publication, we have tried to eliminate presenting data more than once in the book. Where a summary of the data from another perspective would be of interest, we present it in a different form, usually graphically. Thus, where the same figures previously appeared in several tables, they will now appear either only once or once in a chart and once graphically. Graphs are also used to summarize trends in data which occurred over a period of time.

National Taxonomy of Exempt Entities (NTEE)

The National Center for Charitable Statistics (NCCS) has developed a system for classifying nonprofits. This important project was undertaken with support from corporations, foundations and nonprofits and in cooperation with the U. S. government.

The NCCS has precisely classified almost 900,000 organizations from the IRS Master Data Base and the IRS Tax Return Data Base. Classification includes major code areas (such as Medical Research, Youth Development, Education, Art/Culture/Humanities) and refines these areas with numerical classifications within each major area. The NCCS will make the data base available to scholars and qualified nonprofit organizations, by arrangement.

The taxonomy system is already being used by The Foundation Center to classify recipients of foundation grants. In 1994 the United States Government will probably assume responsibility for coding nonprofits and maintaining the data base. Thus, government and private researchers will have arrived at a common understanding of how organizations are classified.

This year, *Giving USA* classifies its use groups using the NTEE. The National Center for Charitable Statistics coded our list of survey respondents. The result of the classification system is that *Giving USA* data will be comparable to data from other organizations that use the taxonomy codes, and classification will be less subjective. Thus, whether a particular organization is, for example, a human services group or a health group will be determined by taxonomy code.

Giving USA divides nonprofits into seven categories and an "undesignated" category; the taxonomy codes break the sector down much more finely — into twenty six groups. However, the NCCS also combines its twenty-six categories into eight categories, corresponding to *Giving USA* categories. *Giving USA* uses this condensed taxonomy to code its groups. The taxonomy code(s) used to classify organizations appears at the beginning of each chapter. In Appendix D we summarize the kinds of organizations that fall into each category.

Giving to Foundations

It should be noted that grantmaking foundations are themselves 501(c)(3) organizations, classified by the NCCS as code T (Public/Society Benefit) organizations. Foundation grants to nonprofits could be considered a transfer of funds between two nonprofits, rather than as a gift from a funding entity to a charity. The accounting would be complex, since large independent foundations make most of their grants from income from their endowments, not from gifts. However, some community foundations, new foundations, and small foundations may be the recipients of large gifts, some of them from other foundations. In the Public/Society Benefit chapter, we list gifts to surveyed foundations. This list should not be used for summary purposes because the survey sample does not reflect the whole foundation universe. Also, the fact that a foundation received a large gift one year and no gifts the following year is not meaningful in the same way it might be meaningful if the foundation's grant payments suddenly declined or increased dramatically.

Religion

At least half of all charitable donations go to religion, yet we know very little about this area of the nonprofit economy. Religious organizations are not required to report their finances to government. Most contributions to religious organizations come from individuals, and many individuals who support religious organizations do not itemize their tax returns. In our chapter on religion, we discuss what is, and what is not, known about giving to religion. While the area of religion is one for which data are less widely available than others, there is good research about religion focussing on a variety of factors related to philanthropy, and we will review some of these sources.

Million Dollar Gifts

Giving USA has been compiling a list of large gifts, currently defined as gifts of a million dollars or more, since 1965. In this year's edition, the million dollar gift lists appear in the chapters on sources of contributions. Within these chapters, gifts are sorted by recipient categories. Readers should be aware that knowing who received a large gift is not the same as knowing the purpose of a gift. To illustrate, a large gift to a university would be considered a gift to education, whether or not it was used for educational purposes. These could include scientific or medical research, student counselling or capital improvements. Indeed, this is true of all *Giving USA* data. *Giving USA* estimates giving to organizations in eight broad categories; it does not go on to estimate how the organizations spend donations.

Giving USA tries to capture giving in a single calendar year. To be consistent, we aim to include on our large gift lists only the portion of the gifts actually paid in 1991 and to note if this represents part of a larger gift or grant. Also, we try not to include bequests until they are realized. Despite these efforts, the list probably includes both 1991 payments and some 1991 appropriations that have not been fully paid. Thus, the lists should not be used to make generalizations or to compare giving from year to year.

Notes to New Features of Giving USA

1. Edward R. Tufte, *The Visual Display of Quantitative Information*, Cheshire, CT: Graphics Press, 1983.

Sources of Contributions

Giving by Individuals

Giving by Bequest

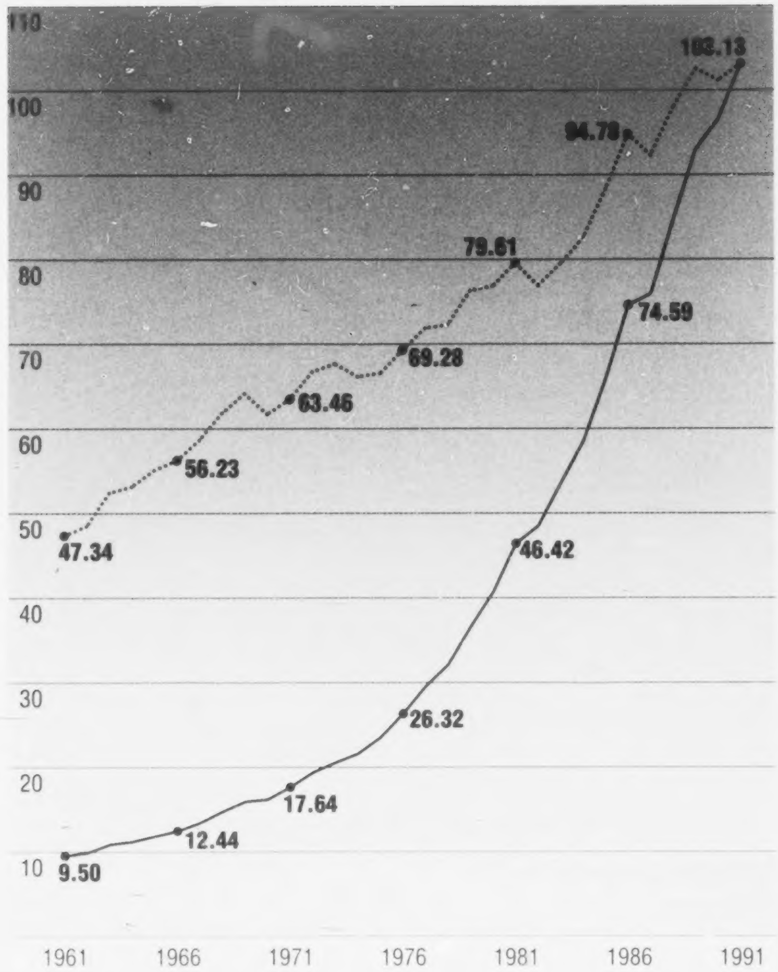
Giving by Foundations

Giving by Corporations

Giving by Individuals

Individual Giving 1961–1991
(Current vs 1991 Dollars)

($ in Billions)



Giving by Individuals 1980-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1980	$40.71	$76.87	**1986**	74.59	94.78
1981	46.42	79.61	**1987**	75.92	92.32
1982	48.52	76.92	**1988**	84.70	98.00
1983	53.54	79.49	**1989**	93.02	102.55
1984	58.50	82.52	**1990**	96.60	101.18
1985	65.93	88.29	**1991**	103.13	103.13

Giving by individuals in 1991 rose to an estimated $103.13 billion. This represents an increase of 6.8% (1.9% in constant terms) over the revised 1990 estimate of $96.60. Individual giving represented 82.7% of the total estimate for 1991. Individuals typically contribute this proportion of total giving.

The exception to this was the period 1966-1972, when individual giving ranged from 75-79% of the total estimate.

Why Was 1991 a Better Year than 1990?

This year's increase in giving from individuals follows a year when individual giving did not keep pace with inflation. In some important ways 1990 and 1991 were years of contrasting economic trends. The recession officially started in July 1990. Thus, in 1990 the economy was at its weakest state in the second half of the year. Many people postpone making gifts, especially large ones, until year's end, when they can assess the annual performance of their investments. The recession, and the concomitant poor performance of the stock market in November and December 1990, dampened individual giving in 1990. Additionally, the population in the prime-giving age range inched up only marginally, magnifying the effects of other factors.

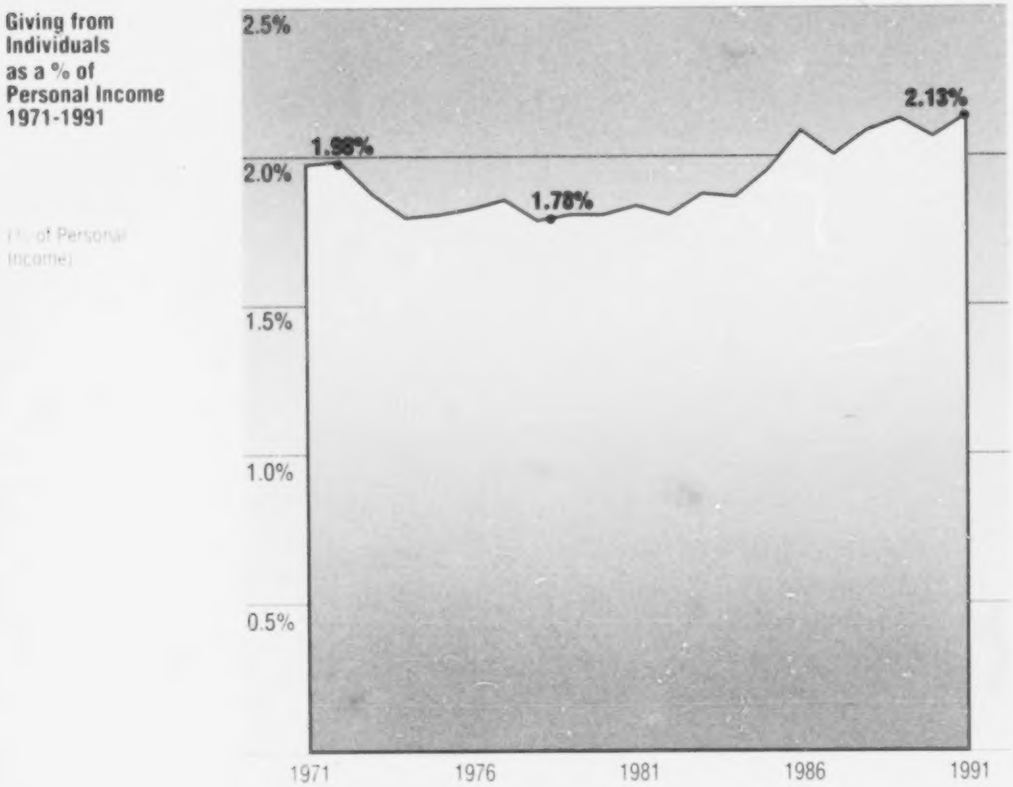
By all of these measures, 1991 was a different — better — year from the point of view of philanthropy. The recession officially eased in the second half of 1991, even though not everyone personally experienced recovery by then. Thus, even though both years contained recession months, the fact that those months fell at the end of 1990 but at the beginning of 1991 is significant. The stock market rallied in November and December of 1991, in comparison to the same months of 1990. And the population in the prime-giving age range increased almost three times as much as it did in 1990.

In terms of giving, the only perspective from which 1990 looked better than 1991 was the increase in personal income. Personal income increased 6.8% in 1990 but only 3.3% in 1991.

Demographics and Giving from Individuals

"Age and income, the two most critical determinants of consumer demand, are changing rapidly. In the course of the current decade, there will be some extraordinary shifts in the major segments of the market."[1] Persons in the prime-giving ages of 34-65 give more and spend more than other individuals, and the more affluent they are, the more they spend and the more they contribute as a group to tax-exempt organizations. Many other factors contribute to consumerism and voluntary giving, but, in the aggregate, these variables exert the strongest influence.

Giving from Individuals as a % of Personal Income 1971-1991



Individual Gifts and Personal Income ($ in Billions)

	Individual Gifts	Personal Income	Giving as a % of Income		Individual Gifts	Personal Income	Giving as a % of Income
1970	$16.19	$ 831.0	1.95%	**1981**	46.42	2,534.7	1.83%
1971	17.64	893.5	1.97%	**1982**	48.52	2,690.9	1.80%
1972	19.37	980.5	1.98%	**1983**	53.54	2,862.5	1.87%
1973	20.53	1,098.7	1.87%	**1984**	58.62	3,154.6	1.86%
1974	21.60	1,205.7	1.79%	**1985**	65.93	3,379.8	1.95%
1975	23.53	1,307.3	1.80%	**1986**	74.59	3,590.4	2.08%
1976	26.32	1,446.3	1.82%	**1987**	75.92	3,802.0	2.00%
1977	29.55	1,601.3	1.85%	**1988**	84.70	4,075.9	2.08%
1978	32.10	1,807.9	1.78%	**1989**	93.02	4,380.2	2.12%
1979	36.59	2,033.1	1.80%	**1990**	96.60	4,679.8	2.06%
1980	40.71	2,265.4	1.80%	**1991**	103.13	4,834.4	2.13%

Source: U.S. Department of Commerce for Personal Income data.
Note: Percentages may not be exact due to computer rounding.

We have grown accustomed to hearing bad news about personal income because of the recession, and income for most people did not keep pace with inflation this year. However, the fact is, affluent people did very well in recent years. The impact of these contradictory trends in income upon nonprofits is complex. On the one hand, some organizations may have experienced difficulty in annual fund-raising drives because these rely more on the average salaried person for donations. However, capital or ambitious long-range campaigns may have fared better because the income and wealth commanded by affluent persons increased substantially over the last decade. In this chapter we will discuss these trends and other phenomena which influenced and will continue to influence giving by individuals.

Population and Income In Prime-Giving Years Increasing[2]

During the 1990s personal income, in inflation-adjusted dollars, is expected to increase by 25%. During the same period, a 15% increase in average household income is projected. The number of households earning over $75,000, that in 1990 made up nine percent of all households, is projected to increase. By the year 2000 it is estimated that those households will account for 14% of households and will earn 35% of the nation's income, up from 25% in 1990. Real income to this affluent group will grow by two-thirds during the 1990s.

The growth in upper-income households is contrasted with a decline in the number and income of households in lower brackets. Households with incomes under $25,000, who now comprise 16% of American families are expected to make up only 12% of households in the year 2000.

Along with the change in income distribution, the population will be aging over the next decade, with a significant proportion of the increase taking place in the prime-giving ages — 34-65. Not only do we expect individuals in that age range to be increasing in number, but also much of the increase in income that is predicted is expected to occur in this range of ages.

Another demographic pattern is that more married women are expected to enter the work force. Also, the average earnings of working women are likely to increase. The total number of households is expected to grow from 93 million to 102 million, with more of that growth in the Pacific, Mountain, and South Atlantic regions of the country than elsewhere.

Wealth and Income Increased in the 1980s. . . Among the Affluent

Individuals who earn the top one percent of income of all Americans enjoyed increased income levels and became much wealthier during the 1980s. Their after-tax income increased by 60%, according to the Congressional Budget Office.[3] These same individuals also accumulated more wealth (property, stocks, bonds, trusts, savings, and other assets).[4] The Federal Reserve reported that their share of the nation's wealth increased by six percent in real dollars between 1983-1989. Those in the top percentile of income now earn 13% of all American income, and those in the top percentile of wealth have 37% of the country's wealth. The households whose wealth places them at the top percent of American households are worth more than the 90% of households at the bottom. The magnitude of the recent increase in wealth of very wealthy Americans has led some to call it the first significant rise in wealth concentration since the 1920s.[5]

The average American is not faring as well. In 1991 average income increases did not keep pace with inflation, the first time since 1982 that they failed to do so. Moreover, 1991 was the third consecutive year when there was no real growth in income.

Though the wealthy are not uniformly generous to nonprofits, income is strongly related to the level of giving from individuals, and thus, the changes that have been noted in income and wealth concentration could benefit nonprofits in coming years. Further, there may be a difference between what nonprofits are able to raise in their annual campaigns, when they appeal to a wide range of donors, and what they can raise in more ambitious long-range and capital campaigns, which depend upon gifts from wealthy donors. These large gifts may be more available during the 1990s.

Survey on Anonymous Giving Released

Giving USA 1991 cited early results of a survey on anonymous giving. That survey was recently published and yielded additional insights into the nature of and motivation for anonymous gifts. The survey of 2,541 senior development officers yielded a response rate of 22.2 percent, or 563 surveys.

Anonymous gifts represented one percent of the total amount received by surveyed organizations. Eighty-eight percent of anonymous gifts were made by individuals, living or by bequest. Foundations and corporations were the sources of the remaining gifts. Forty-eight percent of the largest anonymous gifts from individuals came from persons who had previously given to the organization without requesting anonymity, but the anonymous gift was usually significantly larger than previous gifts.

Though the major motivation for

anonymity was to minimize solicitations from other organizations, this reason declined in importance with gifts of over $1 million. Indeed, survey respondents wrote in motivating factors not on the survey that they believed influenced a donor's decision to remain anonymous. Most frequent among these write-in responses was a sense of privacy, humility and modesty. The incidence of such factors, researchers note, may be underreported as they were not directly prompted by the survey instrument. Anecdotal information detailed the caring and thoughtful concerns of large anonymous donors.

Though most anonymous gifts were received via the mail, *all* anonymous gifts of $10 million or more and 75% of anonymous gifts of $1 million or more were solicited face-to-face. It is not surprising then that only four percent of million dollar gifts and 3.8% of smaller gifts are actually made with no one in the organization knowing the identity of the donor. That is, there are degrees of anonymity. This is due to both the nature of the process of solicitation and the fact that organizations are wary of accepting a large gift without at least some knowledge of its source.[6]

Federated Giving: How Are United Ways Faring?

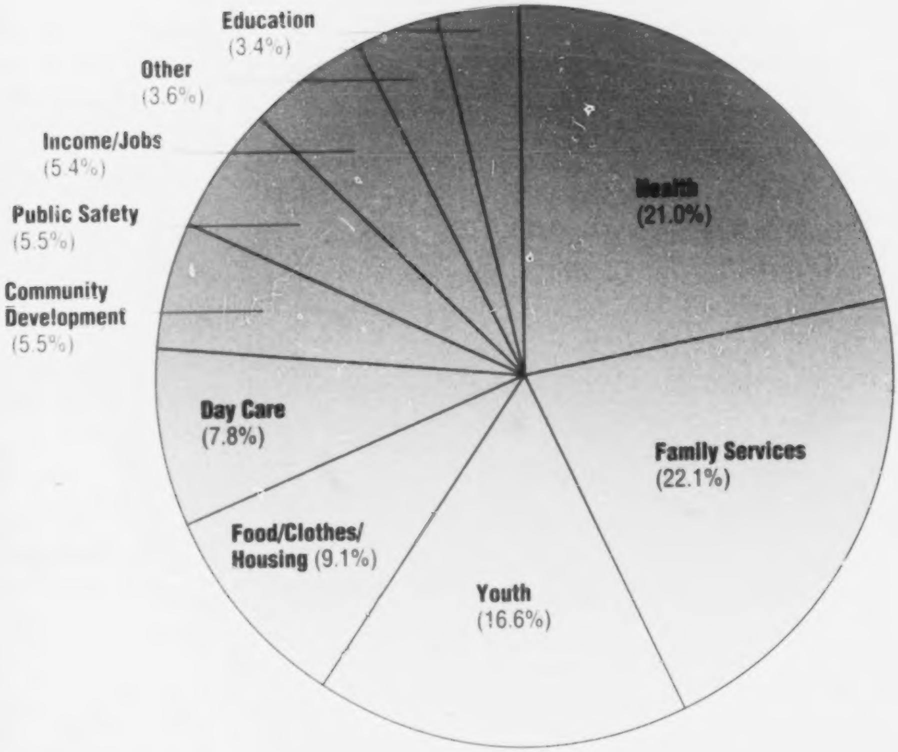
People give six times as much to secular causes through their workplaces as they do independently, so access to employees in the workplace is important to charities hoping to attract contributions. Aware of this, many alternative workplace fund-raising campaigns have lobbied to gain entry to America's offices to solicit employees.

Until five years ago this domain belonged primarily to United Way. Then, in 1987, United Way lost its status as the primary vehicle for the collection and distribution of funds made during the Combined Federal Campaign (CFC), the federated giving program for government employees. Sixty-five percent of total donations in the CFC now go to non-United Way charities. In 1986, non-United Way charities received 52% of donations. These figures do not include donations to United Way of America as designee.

The 1987 legislation opened the military and the civilian federal, state, and local government workplaces to alternative funds and groups not part of the United Way network. In the majority of private sector workplaces, however, United Ways still have the exclusive right to campaign.

United Way's own marketing research indicates that giving to the United Way has increased six percent since 1986, despite the fact that the CFC and many private workplace campaigns have since been open to federated fund-raising organizations other than United Way. United Way

Where United Way Money Went in 1990



Source: United Way of America Research Services

research also examined the effect of choice on giving.

Though research was not preceded by the marketing, solicitation, and communications programs that typically precede United Way campaigns, offering some choice in workplace fund-raising campaigns does appear to encourage giving. So, in 1991, the United Way's Board of Governors directed local United Ways to investigate donor choice as one of many ways they could be more responsive to donors.

Of course, opening the workplace to alternative charity federations enhances donor choice beyond what United Way alone can provide. The number of such federations has grown since the enactment of enabling legislation in 1987 because the law not only opened the federal workplace to alternative funds, it also encouraged these funds to campaign more vigorously for a share of the private sector marketplace.

One difference between alternative funds and United Way as it currently exists is that United Ways allocate funds primarily in the areas of health and human services, as shown in the figure on page 44. Alternative funds broaden and, in some cases, refine the recipient categories. For example, donations to Earth Share go to organizations tackling environmental issues. International Service Agencies raises money for international relief and development. Other funds include the National Black United Fund and local community, women's, and environmental funds.

Choice, either via changes in United Way or through more alternative funds entering the workplace, may be one key to maintaining contribution levels. United Way research conducted by the Gallup Association indicated that, of people who were asked to give and could afford to do so, a primary reason for not donating to the United Way in the past twelve months was that the individual had already donated to a specific charity or agency of choice.

Another matter is that shifts in demographics lead to shifts in the issues employees think are important. Allowing competition among federated fund raisers to exist in the workplace is one way to encourage the federations to be responsive to these changes.

United Way President Resigns in 1992

William Aramony, president of United Way of America for twenty-one years, stepped down in February 1992 when his expenses and certain management practices were sharply criticized. The effect upon contributions to the United Way in 1992 of Mr. Aramony's resignation and related events will be reviewed and reported in *Giving USA 1993*.

Civil Service Donors: The Combined Federal Campaign

Federal employees contributed $204 million to federated fund-raising organizations in 1991. Of that total $65.1 million were contributed via United Way of America.[7]

Giving to the Combined Federal Campaign, 1985-1991 ($ in Millions)

	Combined Federal Campaign	CFC Contributions to United Way	United Way as a % of Total CFC
1985	$135.8	$66.5	49.0%
1986	136.4	65.5	48.0%
1987	151.4	67.9	44.8%
1988	165.9	65.5	39.5%
1989	186.9	65.5	35.0%
1990	190.7	60.3	31.6%
1991	204.0	65.1	31.9%

Large Individual Gifts ($1 million or more)

Following is a list of gifts of $1 million or more made by individuals in 1991. *Giving USA* aims to note gifts paid rather than pledged whenever it is possible to determine this difference. The list is arranged in categories corresponding to the chapters of the book, but the National Taxonomy of Exempt Entities was not used systematically to sort the list. It is also important to note that knowing the recipient of the gift is not the same as knowing its purpose. This list should not be used to generalize about trends in giving to nonprofits. Giving of large gifts, especially by individuals, tends to be idiosyncratic.

To Religion

(Note: Gifts to theological seminaries are listed under education.)

Perry R. and Nancy Lee Bass
First United Methodist Church
(Fort Worth)
$1,000,000

To Education

Leslie H. Wexner
Ohio Higher Education Trust
$250,000,000
10 million shares of stock;
1991 gift listed in error last year

John and Rebecca Moores
University of Houston
$51,400,000

Dr. John and Betty Jane Anlyan
Yale University
$25,000,000

Clifton Waller Barrett
University of Virginia
$25,000,000
rare books and manuscripts

Robert M. and Anne T. Bass
Stanford University
$25,000,000

Lee M. Bass
Yale University
$20,000,000

Perry Richardson Bass
Yale University
$20,000,000

Eli Broad
Michigan State University
$20,000,000

David Rockefeller
Rockefeller University
$20,000,000

George A. Smathers
University of Florida
$20,000,000

Gordon E. and Betty Moore
California Institute of Technology
$16,800,000

Peter Wall
University of British Columbia
$15,000,000

J.L. (Bud) Walton
University of Arkansas
$15,000,000

Theodore R. Johnson
Palm Beach Atlantic College
$14,400,000

Anonymous
Mary Baldwin College
$13,400,000

William H. Gates III
University of Washington
$12,000,000

Anonymous
University of St. Thomas
$10,000,000

Dr. Herbert W. and Marigrace Boyer
Yale University School of Medicine
$10,000,000

Jerome A. Chazen
Columbia University
$10,000,000

Jules F. and Gwen Knapp
University of Chicago
$10,000,000

Leon Levine
Duke University
$10,000,000

Robert Maxwell
Polytechnic University of New York
$10,000,000

Morris A. Schapiro
Columbia University
$10,000,000

Charles E. Schmidt
Florida Atlantic University
$10,000,000

Daniel C. Shedrick
Fordham University
$10,000,000

Thomas J. Watson, Jr.
Brown University
$10,000,000
Watson also made a bequest of $15 million

Jacob Hiatt
Clark University
$7,500,000

John L. Loeb
New York University
$7,500,000

Marvin Schwan
Bethany Lutheran College
$6,500,000

Floyd and June Bowman
Hood College
$6,300,000
farm property for the Bowman Farm Trust

Joseph J. Jacobs
Polytechnic University of New York
$6,000,000

Anonymous
University of Bridgeport
$5,000,000

Leslie L. Appelt
Texas A&M University
$5,000,000

Peter and Helen Bing
Stanford University
$5,000,000

Dorothy and Lewis B. Cullman
New York Public Library at Lincoln Center
$5,000,000

Roy M. and Phyllis Gough Huffington
Southern Methodist University
$5,000,000

Artemis and Martha Joukowsky
Lawrenceville School
$5,000,000

Laurance S. Rockefeller
California Institute of Integral Studies
$5,000,000

Iphigene Ochs Sulzberger Family
Barnard College
$5,000,000

W.T. Young
University of Kentucky
$5,000,000

John W. Runyon
Texas A&M University
$4,900,000

Nancy Lee and Perry R. Bass
University of Texas at Austin
$4,500,000

Michael and Thalia Carlos
Emory University
$4,500,000

Martin and Lora Kelley
Oregon State University
$4,400,000

Bernard L. and Marilyn L. Morgan
University of Kansas
$4,200,000

Angelo Bruno
University of Alabama
$4,000,000

Mr. and Mrs. Frank Lyon, Sr. and Mr. and Mrs. Frank Lyon Jr.
University of Arkansas
$4,000,000

Theodore R. Johnson
American Indian College Fund
$3,600,000

Theodore R. Johnson
Florida School for the Deaf and Blind
$3,600,000

Theodore R. Johnson
Gallaudet University
$3,600,000

Anonymous
Butler University
$3,554,836

Christel DeHaan
University of Indianapolis
$3,500,000

L.D. and Elaine Hancock
Tupelo Schools
$3,500,000
income-producing property

Mary Riepma Ross
University of Nebraska
$3,500,000

Maybelle Leland Swanlund
University of Illinois
$3,500,000

Cherry Emerson
Emory University
$3,250,000

Anonymous
Menlo School and College
$3,000,000

Norman Asher and Helen Susman Asher
Northwestern University
$3,000,000

Arthur Blank
Emory University
$3,000,000

Mr. and Mrs. Thomas Gosnell
Rochester Institute of Technology
$3,000,000

Irving B. Harris
University of Chicago
$3,000,000

William C. Knapp
Drake University
$3,000,000

H.F. Lenfest
Washington and Lee University
$3,000,000

Ruth Lilly
DePauw University
$3,000,000

E.M. and Christine E. Lynn
Stetson University
$3,000,000

James A. Michener
Swathmore College
$3,000,000
first payment of a $5 million gift

Lucy and Estate of Henry Moses
United Negro College Fund
$3,000,000

William E. and Carol G. Simon
New England College
$3,000,000

Madlin Stevenson
Texas A&M University
$2,775,000

Barbara Emily Knudson
Oregon State University
$2,700,000

Tom McMullin
Texas A&M University
$2,700,000

Walter Earl Van Doren
University of Illinois
$2,700,000

John Vartan
Pennsylvania State University at
Harrisburg
$2,700,000

Robert Howell Brooks
Clemson University
$2,500,000

Willie E. Gary
Shaw University
$2,500,000
first year of four-year,
$10 million gift

Lucene and Estate of Lilbourne Lester Rice
University of Illinois
$2,500,000

Ted Rozsa
Michigan Technological
University
$2,500,000

Anonymous
Salt Lake Community College
$2,300,000

Anonymous
University of Arizona
$2,200,000
$1.2 million gift of land and
$1 million gift of property

Family of Bill Bowerman
University of Oregon
$2,100,000

Anonymous
University of Alabama
$2,000,000

Anonymous
Yale University
$2,000,000

Edith-Marie Appleton
Florida State University
$2,000,000

Lucille Beach
Kansas State University
$2,000,000

Samuel Curtis Johnson
Cornell University
$2,000,000

Kenneth A. Jonsson, Jonsson Foundation and Anonymous
National Academy of Sciences
$2,000,000

Gladys Langroise
College of Idaho
$2,000,000

Loyola University Trustee
Loyola University Chicago
$2,000,000

Jean McMullin
Texas A&M University
$2,000,000

C. Walter and Gerda B. Mortenson
University of Illinois at Urbana-Champaign
$2,000,000

Dwight D. Opperman
Drake University
$2,000,000

Regina and Leslie C. Quick, Jr.
Saint Bonaventure University
$2,000,000

Mary Baker Russell and Elbert H. Baker II
Pacific Lutheran University
$2,000,000

The Family of Tom Beam
University of Nevada at
Las Vegas
$2,000,000

Leon Wentz and His Children
University of California at
Los Angeles
$2,000,000

Harold E. White
Lewis University
$2,000,000

Cheng Yu-Tung and Lee Shau-Kee
Yale University
$2,000,000

Anonymous
Wooster School
$1,800,000

Henry Posner, Jr.
Carnegie Mellon University
$1,800,000

John Saxon
University of Alabama
$1,800,000

Edward J. and Vivien Bauman
Guilford College
$1,750,000

Robert and Marjorie Townsley Rawlins
University of South Dakota
$1,700,000

John Caldwell
Hinds Community College
$1,670,000
land and property

Thomas J. Hessert
University of Notre Dame
$1,600,000

Gordon W. Russell
Dartmouth College
$1,600,000

Karl C. and Helen Wiepking
Miami University
$1,600,000

Anonymous
Case Western Reserve
University
$1,500,000

Anonymous
Castleton State College
$1,500,000

Anonymous
Hiram College
$1,500,000

Anonymous
Vanderbilt University
$1,500,000

Culverhouse Family
University of South Florida
$1,500,000

John William and Rosemary Galbraith
Eckerd College
$1,500,000

Jeanette Grasselli
Ohio University
$1,500,000

Samuel H. and Elsie Hoover
Western Maryland College
$1,500,000

George Lagerquist
Pacific Lutheran University
$1,500,000

Warren and Katharine Schlinger
California Institute of Technology
$1,500,000

Stephen F. Temmer
New York University
$1,500,000

Donald Palmer
Loyola University
$1,221,000

Anonymous
Harding University
$1,200,000

Anonymous
Ohio University
$1,200,000

Anonymous
Proctor Academy
$1,200,000

Charles T. Beaird
Centenary College
$1,200,000

Retha Mumma
University of Dayton
$1,200,000

Mrs. Maurice Tatum
Centenary College
$1,200,000

Walter E. Kidd
University of Oregon
$1,141,258

Anonymous
University of Rochester
$1,100,000

Henry W. Bloch
University of Missouri-Kansas City
$1,100,000

John G. Wolbach
Gow School
$1,100,000

Owen R. and Erma F. Smith
California State University
$1,030,000

Ross and Marianna Beach
Kansas State University
$1,000,730
part of a $2 million gift

Koli and Margaret Amini
University of Kansas
$1,000,000

Robert S. & Geraldine Ruth Daley Anderson
College Misericordia
$1,000,000

Anonymous
Bennington College
$1,000,000

Anonymous
University of Nevada at Las Vegas
$1,000,000

Anonymous
Presbyterian College
$1,000,000

Anonymous
Ripon College
$1,000,000

Anonymous
Southern Oregon State University
$1,000,000

Roxana C. and S. Samuel Arsht
University of Delaware
$1,000,000

Perry R. and Nancy Lee Bass
Fort Worth Country Day School
$1,000,000

Perry R. and Nancy Lee Bass
Unversity of Texas M.D. Anderson Cancer Center
$1,000,000

Donald R. Beal and Rockwell International Corporation
University of Pittsburgh
$1,000,000

Lorenz Bohmsen
Washington State University
$1,000,000
land

Jane Cooling Brady
DePauw University
$1,000,000

Family of Gene Brauns
University of Southwestern Louisiana
$1,000,000

Henry C. Brevard, Jr.
University of Mississippi
$1,000,000

Walter D. and Carol L. Buehler
University of California at Davis
$1,000,000

Thomas E. Caestecker
Ripon College
$1,000,000

Hugh S. Cannon
University of Utah
$1,000,000

Francelia Corbett
University of Maine at Orono
$1,000,000

Joseph A. Courter
New Jersey Institute of Technology
$1,000,000

Stanley F. Druckenmiller
Bowdoin College
$1,000,000

George and Rosemary Esseff
King's College (PA)
$1,000,000

Children of Anna Smith Fine
Rice University
$1,000,000

Goldabelle Finn
Art Institute of Chicago
$1,000,000

Mary B. Finnigan
Marquette University
$1,000,000

George and Arlene Foote
Hiram College
$1,000,000

Lafe P. Fox
Duke University Fuqua School of Business
$1,000,000

Edward and Mary Catherine Gerhold
Capital University
$1,000,000

Richard Gordon
Ohio Wesleyan University
$1,000,000

Robert and Rhoda Grebe
Wisconsin Lutheran College
$1,000,000

William S. Guttenberg
New Jersey Institute of Technology
$1,000,000

Fred M. Hale
Baylor University
$1,000,000

James H. Harless
Marshall University
$1,000,000

Milledge A. Hart III
Duke University
$1,000,000

Stanley M. Howe
Iowa State University
$1,000,000

John D. Hughes
DePauw University
$1,000,000

John A. and Katherine G. Jackson
Texas Lutheran College
$1,000,000

Tim Joukowsky and Family
Hampshire College
$1,000,000

Ralph W. Ketner
Duke University
$1,000,000

Ralph W. Ketner
Tri-State University
$1,000,000

Vance, Katherine, Davis and Adelaide Kirby
Illinois College
$1,000,000

William and Evelyn Krueger
Marquette University
$1,000,000

Robert Lambert
Ripon College
$1,000,000

Estate of James Lennane
Saint Joseph's College
$1,000,000

Ignacio E. Lozano, Jr.
University of Notre Dame
$1,000,000

Lewis M. Manderson
University of Alabama
$1,000,000

Joe and Sarah Marcum
Miami University
$1,000,000

Tom and Nancy Martin
Wichita State University
$1,000,000

William C. McCord
Texas A&M University
$1,000,000

Family of the Late George W. Mead
Beloit College
$1,000,000

J. Edgar Monroe
Loyola University
$1,000,000
first year of a ten-year gift

Dr. Beverly Carver Morgan
Duke University
$1,000,000

Edwin A. Morris
Washington and Lee University
$1,000,000

Morrie A. Moss
Christian Brothers University
$1,000,000

Eric Myhre
Carroll College
$1,000,000
real estate

Howard and Irene Peterson
Loma Linda University School of Medicine
$1,000,000

Margaret E. Petree
University of Oklahoma
$1,000,000

Lawrence J. Plym
University of Illinois
$1,000,000

Paul B. Porter
Brevard College
$1,000,000

Janet Prindle
DePauw University
$1,000,000

John M. Regan, Jr.
University of Notre Dame
$1,000,000

Sarah Horn Schutzbank
University of Arizona
$1,000,000

James H. Shimberg
University of Florida
$1,000,000

Edna Tate Smith
Tusculum College
$1,000,000

Sheldon H. Solow
New York University
$1,000,000

Charles and Peggy Stephenson
University of Oklahoma
$1,000,000

Robert W. and Jo-Anne Stewart
Kalamazoo College
$1,000,000

Charles and Nancy Taylor
Tri-State University
$1,000,000

John J. Veronis
Lafayette College
$1,000,000

Holland M. Ware
Emory University
$1,000,000
first year of a $3 million gift

Francis T. West
Roanoke College
$1,000,000

Dolores D. and Clifton R. Wharton, Jr.
Michigan State University
$1,000,000

Ervin and Florine Yoder
University of Southern California
$1,000,000

Otto H. York
New Jersey Institute of Technology
$1,000,000

To Health

(Note: Gifts to schools of medicine are listed under education.)

Nancy Hamon
University of Texas
Southwestern Medical Center
$25,000,000

Enid Annenberg Haupt
Memorial Sloan-Kettering
Cancer Center
$25,000,000

Jack and Dollie Galter
Northwestern Memorial Hospital
$10,000,000

Jeffry M. and Barbara Picower
Picower Institute for Medical
Research
$10,000,000

Zanvyl Krieger
Kennedy Institute
$5,000,000

Anonymous
University of California at Los
Angeles Medical Center
$2,500,000

Carl and Dorothy Bennett
Stamford Hospital
$2,000,000

Thomas and Joseph Gambino
Long Island Jewish Medical Center
$2,000,000

Anonymous
Greater Baltimore Medical Center
$1,000,000

Perry R. and Nancy Lee Bass
All Saints Episcopal Hospitals
$1,000,000

Perry R. and Nancy Lee Bass
Cook-Fort Worth Children's
Medical Center
$1,000,000

Perry R. and Nancy Lee Bass
Doctors' Research Fund of
Houston (The Methodist Hospital)
$1,000,000

Samuel "Sy" Birnbaum and Ida Blum and Richard Blum
University of Connecticut Health
Center
$1,000,000

Carolyn Grant Fay
University of Texas M.D.
Anderson Cancer Center
$1,000,000
a sale of land valued at $1.8 million to be sold to hospital for $800,000

Bill Gates, Jr.
Fred Hutchinson Cancer Center
$1,000,000

Leon C. Hirsch
Norwalk Hospital
$1,000,000

Carolyn Wiess Law
University of Texas M.D.
Anderson Cancer Center
$1,000,000

W.A. and Deborah Moncrief
University of Texas M.D.
Anderson Cancer Center
$1,000,000

Ken and Myra Monfort
North Colorado Medical Center
$1,000,000

Hiro Yamagata
American Foundation for AIDS
Research (AmFAR)
$1,000,000

To Human Services

Theodore R. Johnson
Children of UPS Employees in
Florida
$7,200,000

Perry R. and Nancy Lee Bass
Lena Pope Home
$1,000,000

To Arts, Culture, and Humanities

Ted and Lin Arison
New World Symphony
$14,000,000

The Mayer Family
Museum of Contemporary Art (Chicago)
$7,500,000

Hiro Yamagata
Very Special Arts
$6,000,000

Hedwig Van Ameringen
New York Philharmonic Symphony
$5,000,000

Mr. and Mrs. Paul W. Oliver-Hoffmann
Museum of Contemporary Art (Chicago)
$5,000,000

Lew and Edie Wasserman
Motion Picture and Television Fund
$5,000,000

Mrs. Edwin A. Bergman
Museum of Contemporary Art (Chicago)
$3,000,000

Mr. and Mrs. Jerome H. Stone
Museum of Contemporary Art (Chicago)
$2,500,000

Walter and Leonore Annenberg
Los Angeles County Museum of Art
$2,000,000
first year of a five-year gift

Mr. and Mrs. Thomas H. Dittmer
Museum of Contemporary Art (Chicago)
$2,000,000

Harris Family
Museum of Contemporary Art (Chicago)
$2,000,000

Cameron Mackintosh
Alliance for New American Musicals
$1,500,000

Joseph Randall Shapiro
Museum of Contemporary Art (Chicago)
$1,500,000

Mrs. James W. Alsdorf
Museum of Contemporary Art (Chicago)
$1,000,000

Perry R. and Nancy Lee Bass
Fort Worth Museum of Science and History
$1,000,000

Perry R. and Nancy Lee Bass
Fort Worth Symphony Orchestra Association
$1,000,000

Perry R. and Nancy Lee Bass
Kimbell Art Museum
$1,000,000

Perry R. and Nancy Lee Bass
Metropolitan Museum of Art
$1,000,000

Perry R. and Nancy Lee Bass
Modern Art Museum of Fort Worth
$1,000,000

Perry R. and Nancy Lee Bass
Museum of Modern Art
$1,000,000

Perry R. and Nancy Lee Bass
National Gallery of Art
$1,000,000

Perry R. and Nancy Lee Bass
Van Cliburn Int'l Quadrennial Piano Competition
$1,000,000

Margaret Melville
Blackwell Museums at Stony Brook
$1,000,000

Baron and Ruth Coleman
Florida Philharmonic Opera
$1,000,000

Richard H. Cooper
Museum of Contemporary Art (Chicago)
$1,000,000

Burton Kanter
Museum of Contemporary Art (Chicago)
$1,000,000

John Kirkpatrick
Oklahoma Air Space Museum
$1,000,000

Mrs. Marjorie I. Mitchell
Museum of Contemporary Art (Chicago)
$1,000,000

Mary P. Oenslager
Recording for the Blind
$1,000,000

Albert Robin
Museum of Contemporary Art (Chicago)
$1,000,000

Mr. and Mrs. Allen M. Turner
Museum of Contemporary Art (Chicago)
$1,000,000

To Public/Society Benefit

Peg Yorkin
Feminist Majority Foundation and Fund for a Feminist Majority
$10,000,000

Leslie H. Wexner
United States Holocaust Memorial Museum
$5,000,000

Thomas D. and Virginia Cabot
Brookings Institution
$1,500,000

Sydney Stein, Jr.
Brookings Institution
$1,500,000

Abe and Irene Pollin
United States Holocaust Memorial Museum
$1,000,000

To Environment/Wildlife

Cecil H. Green
Woods Hole Oceanographic Institution
$2,100,000

Perry R. and Nancy Lee Bass
Fort Worth Zoological Association
$1,000,000

Mrs. Eugene C. Pulliam
Phoenix Zoo
$1,000,000

To Foundations

Paul and Helen Clarke
Fort Wayne Community Foundation
$6,700,000

Notes to Giving by Individuals

1/ Fabian Linden, "The Great Income Reshuffle," The Conference Board, Inc., 1991, p. 3.

2/ This section is based on "The Great Income Reshuffle," The Conference Board, Inc., 1991.

3/ Sylvia Nasar, "The 1980's: A Very Good Time for the Very Rich," *The New York Times*, March 5, 1992, pp. A1, D24.

4/ Sylvia Nasar, "Fed Gives New Evidence of 80's Gains by Richest," *The New York Times*, April 21, 1992, pp. A1, A17.

5/ *ibid.*

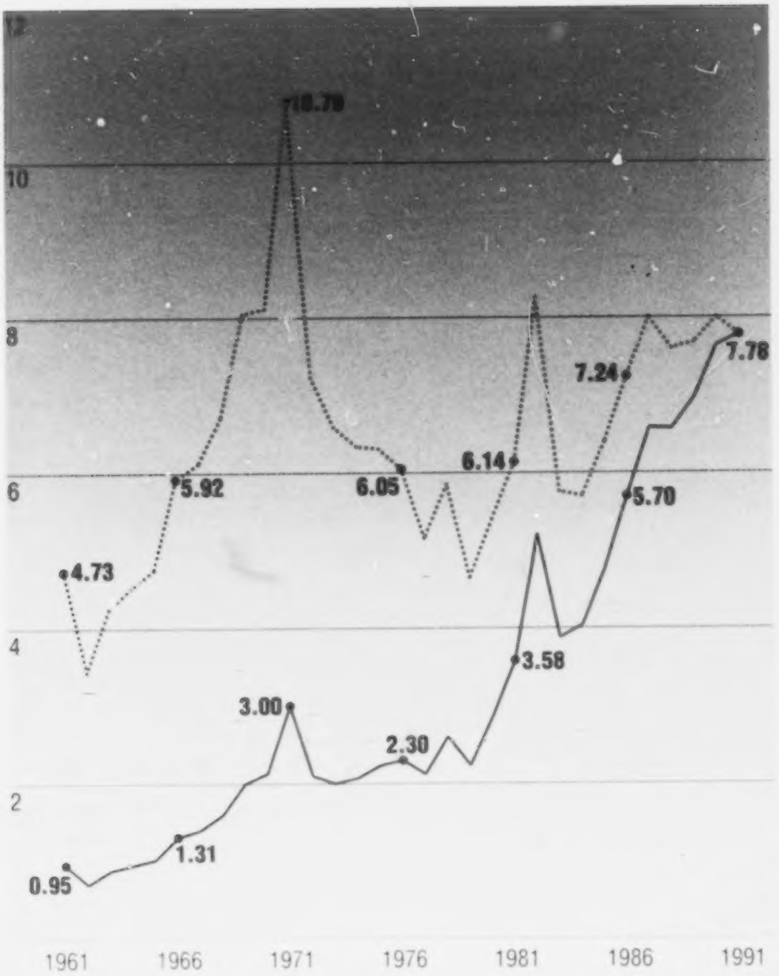
6/ Eleanor T. Cicerchi, CFRE and Amy Weskerna, *Survey on Anonymous Giving*, Indiana University Center on Philanthropy, 1991.

7/ Data are from the Office of Personnel Management and do not include payments to United Way of Americas as designee.

Giving by Bequest

Giving by Bequest 1961–1991
(Current vs 1991 Dollars)

($ in Billions)



Giving by Bequest 1980-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1980	$2.86	$4.65	**1986**	5.70	7.24
1981	3.58	6.14	**1987**	6.58	8.00
1982	5.21	8.26	**1988**	6.57	7.60
1983	3.88	5.76	**1989**	6.97	7.68
1984	4.04	5.70	**1990**	7.64	8.00
1985	4.77	6.39	**1991**	7.78	7.78

Giving by bequest, or willed giving, reached an estimated $7.78 billion in 1991. This represents a 1.9% increase (-2.8% in constant terms) over 1990. Willed giving is the most unpredictable and variable source of gifts because it is determined to a large extent by the life span of donors. Giving by bequest has represented as little as 2.8% and as much as 12.8% of total annual giving. In 1991 giving by bequest represented 6.2% of the total, a proportion that is comparable to the four preceding years, when willed giving as a percent of the total hovered around six percent.

Americans over the age of sixty have an accumulated wealth of $6.8 trillion, and early in the next century they will leave record amounts of that wealth to persons who are now in their forties and fifties. Over one thousand older Americans have net worths over $100 million.[1]

These figures should bode well for nonprofits because there is clearly a great deal of wealth which could be given by bequest. However, only one quarter of all Americans have wills, and, of those, only a small percentage leave anything to charity. For example, in 1989, persons with annual incomes over $1 million bequeathed $5 billion. However, of 50,000 estate tax returns that were filed in 1990, only twenty percent provided a charitable bequest.[2]

It is likely that the wealthy who do not leave a bequest to charity instead leave their estates to spouses or children.

Charitable bequests are more common among women than men, and women are known to outlive men. Thus, where there are no family members to receive a bequest, more of the decedent's estate will go to charity.

A 1990 study of the 1986 year found that approximately 3.3 million people had gross assets of $500,000 or more. The net worth of these individuals amounted to approximately $3.8 trillion.[3] In the same year approximately 45,800 Americans had gross assets of at least $500,000, and they had combined gross estates of over $66 billion. Twenty percent of these estates had a provision for a charitable bequest. The minimum amount bequeathed from these large estates was $100; the maximum was over $150 million. The average amount was $461,000.

Large Bequests ($1 million or more)

Following is a list of gifts of $1 million or more made by bequest in 1991. *Giving USA* aims to note gifts paid out rather than pledged whenever it is possible to determine this difference. Nonetheless, the list probably contains some bequests that were not transferred entirely in 1991. The list is arranged in categories corresponding to the chapters of the book, but the National Taxonomy of Exempt Entities was not used systematically to sort the list. It is also important to note that knowing the recipient of the gift is not the same as knowing its purpose. This list should not be used to generalize about trends in giving to nonprofits.

To Religion

(Note: Gifts to theological seminaries are listed under education.)

Anonymous
United Methodist Church
$90,000,000

Estate of Ralph Waldo Beeson
Independent Presbyterian Church
$12,000,000

To Education

Estate of Shelly Krasnow
George Mason University
$20,000,000

Estate of Lucy Goldschmidt Moses
Columbia University
$17,000,000
to be shared by Columbia College and Columbia Law School

Estate of Emma Eccles Jones
University of Utah
$15,000,000

Estate of Ruth Norman Halls
Indiana University
$11,000,000

Estate of Lillian Rooney Powers
Barry University
$7,000,000

Estate of W.C. Brown, Jr.
Arkansas College
$6,800,000

Estate of Laura C. Harris
Denison University
$6,000,000

Estate of Howard D. Rothschild
Harvard University
$6,000,000

Anonymous
University of North Texas
$5,000,000

Estate of Robert J. Cosgrove
Colorado College
$5,000,000

Estate of Orin T. Leach
Lehigh University
$5,000,000

Estate of John O. Wallace
Idaho State University
$4,000,000

Estate of Francoise A. Addington
University of Illinois
$3,600,000
farmland for the College of Agriculture

Estate of Sylvia and Sidney W. Souers
Miami University
$3,500,000

Estate of Ralph Waldo Beeson
Maryville College
$3,350,000

Estate of Marie Gedge
Saint Olaf College
$3,200,000

Estate of Jan S. Seidman
New York University
$3,150,000

Estate of Shelly Krasnow
Virginia Foundation for Independent Colleges
$3,000,000

Estate of Gustaf Carlson
Clark University
$2,800,000

Estates of Ruth Wyatt Rosenson and Harry Wyatt
University of Chicago
$2,700,000

Estate of Elizabeth Tyler Vaughan and Conan W. Vaughan, Jr.
Virginia Polytechnic Institute and State University
$2,600,000

Estate of Oda Dice Demarest
Ohio State University
$2,500,000

Walter O. and Frederica Sweltzer Evans Memorial Trust
Missouri Southern State College
$2,500,000

Estate of Harold D. and Estella G. Youngman
Missouri Southern State College
$2,500,000

Estate of Harold D. and Estella G. Youngman
Pittsburgh State University
$2,500,000

Estate of George C. Nunamann
Daytona Beach Community College
$2,300,000

Estates of Ruth and Raymond Stotter
University of California at Los Angeles
$2,300,000

Estate of Paul F. and Ruth Nice Drake
Lafayette College
$2,000,000

Estate of James H. and Minnie M. Edmonds
University of Houston-Downtown
$2,000,000

Estate of Gertrude Knabb
Jacksonville University
$2,000,000

Estate of Harriet Buescher
Lawrence Laurel School
$2,000,000

Estate of Harriet Buescher
Lawrence Rollins College
$2,000,000

Estate of Sidney Mishkin
City University of New York
Bernard M. Baruch College
$2,000,000

Estate of Elsie A. Queckenstedt
Carthage College
$2,000,000

Estate of Thomas C. Versic
University of Dayton
$2,000,000

Estate of William H. and Sara A. Lodge
Elizabethtown College
$1,700,000

Estate of Hazel McLean
Hendrix College
$1,600,000

Estate of Susie R. Freeman
University of the Pacific
$1,500,000

Estate of Estella E. Harris
Franklin & Marshall College
$1,500,000

Estate of Kathryn and Howard van den Eynden
Case Western Reserve University
$1,400,000

Estate of Gretchen Colnik
Marquette University
$1,300,000

Estate of Florence Larrick
Wittenberg University
$1,300,000

Estate of Robert Reed
North Dakota State University
$1,300,000

Estate of E. McClure Rouzer
Western Maryland College
$1,300,000

Estate of John Rust
University of Arkansas
$1,250,000

Estate of Ralph Waldo Beeson
Warren Wilson College
$1,150,000

Estate of Helen Eva Bliss
University of Illinois
$1,100,000

Estate of Charles H. Wheatley
University of Georgia
$1,100,000

Estate of Virginia Speaker Benson
University of Kansas
$1,000,000

Estate of Wofford B. Camp and his wife, Louise Phifer
Clemson University
$1,000,000

Estate of Harold B. Chambers
Lehigh University
$1,000,000

Estate of John H. Clewell
Moravian College
$1,000,000

Estate of Mrs. Edgar L. Clewell
Moravian College
$1,000,000

Estate of Robert F. and Edythe V. Dewey
The Independent Colleges of Southern California
$1,000,000

Estate of Margaret Bergen Dunham
Wilson College
$1,000,000

Estate of Finley Elder Gracey
Austin Peay State University
$1,000,000

Estate of Gisle and Eva Johnson
Owatonna High School
$1,000,000

Estate of Andrea Kalodner
Sarah Lawrence College
$1,000,000

Estate of Geraldine Cox Leatherock
Earlham College
$1,000,000

Estate of Edith Foley Mavis
University of Illinois
$1,000,000

Estate of Jeffrey Nakamura
Reed College
$1,000,000

Estate of Helen Pritchard
Ohio Wesleyan University
$1,000,000

To Health

(Note: Gifts to schools of medicine are listed under education.)

Estate of Lucy Goldschmidt Moses
Montefiore Medical Center
$34,000,000

Estate of George Eisenberg
Mayo Clinic
$21,600,000

Estate of Lucy Goldschmidt Moses
Mount Sinai Medical Center (NY)
$21,400,000

Estate of Mattie King
Children's Hospital of Oklahoma
$1,300,000

Estate of Ralph and Erma Ekvall
Rockford Memorial Foundation
$1,000,000

Estate of Myrtle Stockhus
Swedish American Hospital
$1,000,000

To Human Services

Estate of Stanley G. Harris
YMCA of Metropolitan Chicago
$9,000,000

To Arts, Culture, and Humanities

Estate of Ira Glackens
Fort Lauderdale Art Museum
$50,000,000
art work

Estate of Eugenia Woodward Hitt
Birmingham Museum of Art
$50,000,000
art work

Estate of Robert Motherwell
The Daedalus Foundation
$25,000,000
more than 1,000 works to go to art museums

Estate of Eugenia Doll
American Ballet Theater, New York
$1,000,000

To Public/Society Benefit

Estate of Lucy Goldschmidt Moses
United Jewish Appeal-Federation of Jewish Philanthropies
$44,200,000

Estate of Lothar and Anne Rosenthal
Jewish Community Foundation of Jewish Federation of Greater LA
$2,000,000

Estate of Leonard Bernstein
Spring Gate Corporation
$1,000,000

Estate of Frank Malet
Jewish Community Foundation of the Jewish Federation Council
$1,000,000

To Environment/Wildlife

Estate of Gustavus Basch
Miami Metrozoo
$2,000,000

Estate of Harriet A. Nietert Weaver
Fort Wayne Children's Zoo
$1,000,000

To Foundations

Estate of Marie Graber Martens
Palm Beach Community Foundation
$15,000,000

Estate of Marie Graber Martens
Madison Community Foundation
$10,000,000

Estate of Joseph C. and Lillian Duke
Saint Paul Foundation
$7,500,000

Estate of Martha G. Staub
Columbus Foundation
$4,000,000

Notes to Giving by Bequest

1/ G. Douglas Alexander, "The Golden Age of Philanthropy," *The Sunbelt Report on Philanthropy in Education*, vol. III, March 1991, p. 1.

2/ Gabe and Shirley Rudney, "Generosity of the Wealthy: Facts and Speculations," *Giving USA Update*, Issue 2, 1992.

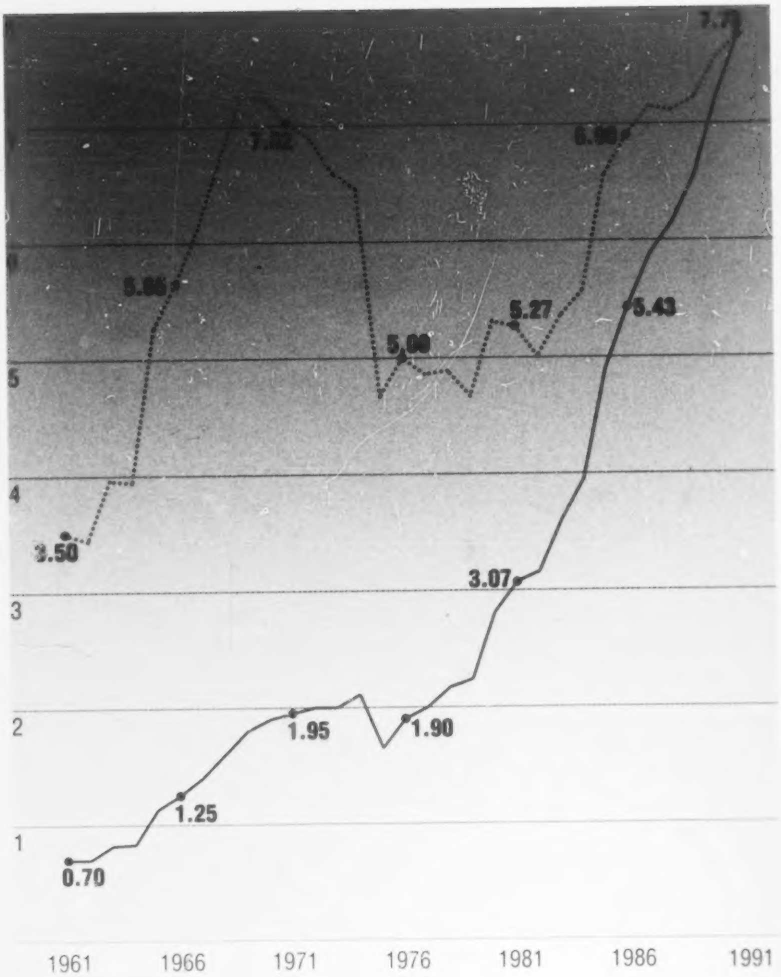
3/ *ibid.*

4/ Barry W. Johnson & Jeffrey P. Rosenfeld, "Factors Affecting Charitable Giving: Inferences from Estate Tax Returns, 1986," *Statistics of Income Bulletin*, Internal Revenue Service, Spring, 1990.

Giving by Foundations

Foundation Giving 1961–1991
(Current vs. 1991 Dollars)

($ in Billions)



Giving by Foundations 1980-1991 ($ in Billions)

	Current $	1991$		Current $	1991$
1980	$2.81	$5.31	**1986**	5.43	6.90
1981	3.07	5.27	**1987**	5.88	7.15
1982	3.16	5.01	**1988**	6.15	7.12
1983	3.60	5.35	**1989**	6.55	7.22
1984	3.95	5.57	**1990**	7.23	7.57
1985	4.90	6.56	**1991**	7.76	7.76

Independent and community Foundations contributed an estimated $7.76 billion dollars in 1991. This represents a 7.3% increase (2.5% in constant terms) over the revised 1990 estimate of $7.23 billion. Though foundation giving grew in 1991, the growth was dampened by the 2.8% dip in foundation assets that occurred in 1990. In contrast, in 1991, assets of surveyed foundations increased by 18%. This bodes well for 1992 foundation giving.

Foundation grants account for 6.2% of 1991 giving. From 1959-1964 and since 1975 foundations contributed between 5.2-6.7% of total voluntary giving. From 1965-1974 foundations gave between 7.7-9% of all gifts. In 1970, when foundations contributed 9% of gifts, corporate and individual gifts, viewed as a percentage of total giving, had reached low points.

Foundation Assets and Grants

Giving USA surveyed five hundred independent and community foundations, including the fifty independent foundations and the twenty-five community foundations ranked largest by grants and by assets by The Foundation Center. The sample also included three operating foundations that make grants, but the AAFRC estimate of foundation giving does not include giving by operating foundations as a group. Though some have grantmaking components, in general, an operating foundation directs programs or provides services directly rather than allocating grants to other organizations to do so.

The level of asset growth is probably due to at least two factors. First, asset bases started at a low point at the beginning of the year; they had dropped approximately 2.8% in 1990. The second contributing factor was the strong performance of the stock market in 1991. The stock market fared particularly well in November and December, and assets reflect this rally.

When appropriating grants for the 1991 year, on the other hand, foundations were likely to be more influenced by events in 1990 than those in 1991. Thus, they may have been conservative in making grant appropriations. The larger foundations, however, may be less affected by this than those with fewer assets. Even though many of the larger surveyed foundations also had declining assets in 1990, they did not respond uniformly by lowering grant appropriations.

Foundation Grants Summary

There are approximately 32,400 grantmaking foundations in the United States.[1] Of those, the 25% with more than $1 million in assets or $100,000 in annual giving award more than 90% of the grants.[2] The Foundation Center noted that 832 foundations, representing 2.6% of the active grantmaking foundations, accounted for 57% of the private and community foundation grant dollars awarded in report year 1990.[3]

The Growth in Women's Funds

The number of women's funds nearly doubled between 1985-91. Between 1981-1991 the number increased more than sixfold, from nine such funds in 1981 to 57 in 1991. The National Network of Women's Funds defines women's funds as those funds that promote gender equity and devote at least 75% of their grants to women's and girls' programs. Further, a women's fund must have women representing 51% of its board of directors or, if it is housed in a larger foundation, its allocations committee members.

Fourteen such funds reported to the National Network of Women's Funds in 1985; by 1990 that number had increased to 37. Thus, the National Network of Women's Funds collected data from 47% of women's funds in 1985, and 71% of the existing funds in 1990. The fourteen women's funds responding to the Network's survey in 1985 raised $4.7 million; in 1990, 37 responding funds raised $11.8 million. Though some of the women's funds raised money to operate programs and others built endowments, most of the funds paid out grants. Survey respondents paid out $1.2 million in 1985 and $4.9 million in 1990.

During the period between 1985-1990, women's funds that responded to the Network's survey gave $22.3 million in grants to support programs for women and girls. They raised $52 million and built endowments valued at $21.6 million.

Community Foundations Continue to Grow

There are over 400 community foundations in the United States. Thirty-eight percent of community foundations were established after 1969. The Tax Reform Act of 1969 distinguished between public charities and private foundations, and it classified community foundations as public charities. Gifts to community foundations are treated differently from gifts to private foundations under tax law. Bequests are typically the largest source of community foundation assets, representing 42% of reported gifts in 1990. Another source of new gifts to community foundations is other nonprofit organizations. These entities increased their percentage of new gifts to community foundations by three percent between 1987-1990.[4]

Community foundations are organizations which make grants for charitable purposes in a specific community or region. Unlike independent foundations, whose endowment is typically from a single source, community foundations receive contributions from many donors, including other foundations.[5]

A recent Council on Foundations

survey of community foundations revealed strong asset growth between 1985-1990. During that period, assets of surveyed community foundations increased 89%, from $2.66 billion to $5.02 billion. Surveyed foundations represented almost 90% of community foundation assets and 75% of their grants.

Grants from community foundations go in nearly equal proportion to human services (27%) and education (26%). Most education grants go to elementary and secondary education and to student services. By contrast, private and corporate foundations concentrate their education grants to institutions of higher education. Community foundations also support in nearly equal proportion the arts, health and public/society benefit organizations (13%, 14%, and 14%, respectively).[8]

Grants and Assets of Surveyed Foundations 1990-1991

Foundation	Grants 1990	Grants 1991	% Change	Assets 1990	Assets 1991	% Change
The Abell Foundation, Inc.	$ 5,649,825	$5,515,204	-2.4%	$117,564,027	$141,398,619	20.3%
Achelis Foundation	800,000	800,000	0.0%	20,751,173	23,000,000	10.8%
Ahmanson Foundation	19,005,071	19,441,614	2.3%	338,530,000	427,156,000	26.2%
Akron Community Foundation	773,629	963,225	24.5%	16,795,333	19,626,902	16.9%
George I. Alden Trust	4,937,000	3,231,000	-34.6%	85,825,000	103,337,000	20.4%
Altman Foundation	4,695,575	5,093,345	8.5%	110,245,377	128,005,560	16.1%
Hugh J. Anderson Foundation	1,835,563	1,521,751	-17.1%	29,120,285	20,888,849	-28.3%
Ann Arbor Area Community Foundation	146,722	153,398	4.6%	4,630,685	5,768,593	24.6%
The Arcana Foundation, Inc.	1,215,500	1,661,915	36.7%	23,079,575	23,544,358	2.0%
Arizona Community Foundation	2,700,000	1,700,000	-37.0%	28,000,000	31,000,000	10.7%
Vincent Astor Foundation	2,764,571	3,172,174	14.7%	23,952,589	25,126,348	4.9%
Metropolitan Atlanta Community Foundation, Inc.	7,541,896	9,452,894	25.3%	88,315,842	91,211,040	3.3%
Mary Reynolds Babcock Foundation	4,245,402	4,368,890	2.9%	45,650,854	58,353,734	27.8%
Baltimore Community Foundation	1,966,398	2,122,262	7.9%	23,607,348	28,944,212	22.6%
Baton Rouge Area Foundation	613,478	632,734	3.1%	7,251,736	10,574,034	45.8%
Adelaide Breed Bayrd Foundation	359,100	283,500	-21.1%	1,870,000	1,900,000	1.6%
Arnold and Mabel Beckman Foundation	11,245,000	7,000,000	-37.8%	140,000,000	175,000,000	25.0%
Claude Worthington Benedum Foundation	4,623,745	7,978,263	72.5%	163,279,487	189,115,201	15.8%
Mary Duke Biddle Foundation	703,265	749,880	6.6%	16,425,407	18,834,236	14.7%
F. R. Bigelow Foundation	2,809,945	3,156,926	12.3%	67,925,944	81,966,039	20.7%
Charles K. Blandin Foundation	7,373,937	7,394,443	0.3%	184,000,000	220,000,000	19.6%
Bodman Foundation	2,205,000	2,100,000	-4.8%	33,147,044	39,500,000	19.2%
The Boehm Foundation	545,562	664,346	21.8%	1,749,925	1,754,782	0.3%
Boettcher Foundation	4,600,000	4,300,000	-6.5%	109,000,000	137,500,000	26.1%
Boston Foundation, Inc.	15,128,113	16,980,716	12.2%	246,814,239	256,248,834	3.8%
The Boston Globe Foundation II	3,115,837	2,250,723	-27.8%	58,022	18,069	-68.9%
Lynde and Harry Bradley Foundation, Inc.	25,521,000	21,827,000	-14.5%	374,446,000	379,785,000	1.4%
Otto Bremer Foundation	5,244,443	5,047,405	-3.8%	91,995,747	99,600,000	8.3%

Bridgeport Area Foundation, Inc.	791,858	761,339	-3.9%	8,583,000	11,600,000	35.2%
Gladys Brooks Foundation	1,006,028	985,000	-2.1%	22,079,543	25,180,560	14.0%
The Brown Christian Foundation	817,085	764,484	-6.4%	9,879,192	10,635,246	7.7%
Carol Franc Buck Foundation	194,500	256,894	32.1%	7,162,373	8,293,890	15.8%
Buffalo Foundation	2,308,231	2,254,571	-2.3%	34,373,728	42,103,422	22.5%
Buhl Foundation	1,794,777	1,691,892	-5.7%	40,545,903	41,774,888	3.0%
Florence V. Burden Foundation	412,233	504,501	22.4%	11,901,600	12,285,990	3.2%
The Burkitt Foundation	184,700	211,600	14.6%	8,658,013	9,209,002	6.4%
The Bush Foundation	18,934,000	19,528,000	3.1%	374,239,000	428,333,000	14.5%
Witter Bynner Foundation for Poetry, Inc.	85,010	195,541	130.0%	3,688,158	3,821,959	3.6%
Morris and Gwendolyn Cafritz Foundation	9,465,326	9,928,264	4.9%	187,803,268	187,803,268	0.0%
The Louis Calder Foundation	4,953,450	5,278,750	6.6%	101,248,642	112,696,129	11.3%
California Community Foundation	7,167,972	11,442,526	59.6%	92,567,274	100,778,048	8.9%
Callaway Foundation, Inc.	5,289,608	6,374,765	20.5%	145,993,461	156,059,446	6.9%
Carnegie Corporation of New York	46,804,378	42,540,276	-9.1%	829,000,000	967,000,000	16.6%
Amon G. Carter Foundation	13,550,831	9,356,791	-31.0%	182,872,377	192,265,465	5.1%
Mary Flagler Cary Charitable Trust	6,368,968	6,313,773	-0.9%	109,580,839	102,454,198	-6.5%
Annie E. Casey Foundation*	23,038,696	29,626,231	28.6%	602,939,097	664,628,243	10.2%
Samuel N. and Mary Castle Foundation	875,753	1,279,300	46.1%	22,228,601	26,575,496	19.6%
Central New York Community Foundation	2,512,360	2,097,602	-16.5%	14,489,546	15,707,552	8.4%
Chicago Community Trust	29,442,003	27,889,184	-5.3%	291,963,600	338,066,400	15.8%
The Champlin Foundations	13,071,720	14,607,381	11.7%	246,684,910	293,971,384	19.2%
The China Medical Board of N. Y., Inc.	5,368,800	2,566,109	-52.2%	118,859,633	122,356,641	2.9%
Edna McConnell Clark Foundation	19,872,230	19,952,784	0.4%	384,880,701	430,642,840	11.9%
Robert Sterling Clark Foundation	2,445,100	2,621,977	7.2%	57,795,283	69,364,539	20.0%
Close Foundation, Inc.	1,068,176	632,040	-40.8%	8,272,006	9,276,800	12.1%
Columbia Foundation	1,798,385	2,050,178	14.0%	35,433,596	38,206,793	7.8%
The Columbus Foundation	13,500,000	15,400,000	14.1%	167,300,000	199,300,000	19.1%
Communities Foundation of Texas, Inc.	24,377,460	17,502,807	-28.2%	205,225,229	212,690,522	3.6%
Cooper Foundation	522,064	411,598	-21.2%	10,445,115	11,291,921	8.1%
Coshocton Foundation	387,560	140,812	-63.7%	3,528,252	4,810,687	36.3%

(Continued)

Grants and Assets of Surveyed Foundations 1990-1991 (*Continued*)

Foundation	Grants 1990	Grants 1991	% Change	Assets 1990	Assets 1991	% Change
Council on Library Resources, Inc.	458,508	658,899	43.7%	4,694,166	3,460,524	-26.3%
S. H. Cowell Foundation	10,407,136	5,933,575	-43.0%	135,000,000	145,000,000	7.4%
Jessie B. Cox Charitable Trust	3,077,976	3,059,230	-0.6%	52,000,000	52,000,000	0.0%
Chrystal Trust	2,553,000	2,500,700	-2.0%	60,400,000	67,000,000	10.9%
Patrick and Anna M. Cudahy Fund	1,132,379	1,582,296	39.7%	19,292,091	23,781,785	23.3%
Charles E. Culpeper Foundation, Inc.	5,939,807	5,793,022	-2.5%	118,633,965	135,763,345	14.4%
James H. Cummings Foundation, Inc.	531,138	630,281	18.7%	12,873,642	13,217,155	2.7%
The Nathan Cummings Foundation	7,843,363	8,611,183	9.8%	188,834,000	274,205,000	45.2%
Frances L. & Edwin L. Cummings Memorial Fund	1,392,400	1,620,000	16.3%	27,225,799	28,108,658	3.2%
Dade Community Foundation	2,651,889	3,906,729	47.3%	18,812,250	20,000,000	6.3%
Charles A. Dana Foundation, Inc.	6,945,000	4,400,000	-36.6%	180,000,000	215,000,000	19.4%
Arthur Vining Davis Foundations	4,622,000	4,984,000	7.8%	116,500,000	134,100,000	15.1%
DeFrees Family Foundation, Inc.	288,630	254,924	-11.7%	3,508,229	3,550,765	1.2%
Denver Foundation	1,186,066	1,597,301	34.7%	22,000,000	27,000,000	22.7%
The Aaron Diamond Foundation, Inc.	28,147,074	27,030,704	-4.0%	86,976,520	75,629,082	-13.0%
Geraldine R. Dodge Foundation, Inc.	8,879,315	9,198,557	3.6%	137,954,000	177,079,000	28.4%
Gaylord and Dorothy Donnelley Foundation	664,405	696,050	4.8%	7,574,000	9,550,000	26.1%
The Duke Endowment	44,719,934	48,292,555	8.0%	1,054,676,939	1,211,947,564	14.9%
Jessie Ball duPont Fund	6,852,920	7,889,429	15.1%	131,342,662	155,342,694	18.3%
The East Bay Community Foundation	1,061,225	1,284,500	21.0%	14,769,000	15,847,300	7.3%
O. P. and W. E. Edwards Foundation, Inc.	328,175	348,950	6.3%	2,618,086	3,805,149	45.3%
El Paso Community Foundation	4,123,000	1,751,600	-57.5%	21,381,000	24,500,000	14.6%
Lettie Pate Evans Foundation, Inc.	14,790,497	16,409,774	10.9%	522,092,521	842,446,642	61.4%
Samuel S. Fels Fund	1,282,788	1,276,088	-0.5%	30,200,000	35,858,078	18.7%
The Field Foundation of Illinois, Inc.	1,650,931	1,460,159	-11.6%	28,635,219	27,874,000	-2.7%
The Flinn Foundation	4,015,408	1,962,648	-51.1%	98,567,460	101,000,000	2.5%
The Ford Foundation	222,412,658	240,875,343	8.3%	5,460,896,289	6,253,006,000	14.5%
Foundation for the Carolinas	5,043,755	5,050,136	0.1%	53,896,146	61,578,787	14.3%

The Francis Families Foundation	2,700,000	2,700,000	0.0%	60,000,000	60,000,000	0.0%
Mary D. & Walter F. Frear Eleemosynary Trust	665,002	621,552	-6.5%	10,663,056	12,636,195	18.5%
The Fremont Area Foundation	1,258,093	1,479,086	17.6%	59,685,395	80,123,950	34.2%
The Frost Foundation, Ltd.	1,234,369	1,256,255	1.8%	20,961,855	24,444,760	16.6%
Lloyd A. Fry Foundation	2,899,850	3,358,750	15.8%	71,688,293	76,126,166	6.2%
Gates Foundation	4,165,403	4,434,124	6.5%	95,400,000	112,400,000	17.8%
Gebbie Foundation, Inc.	3,422,414	4,309,085	25.9%	56,387,102	61,928,940	9.8%
The Carl Gellert Foundation	638,547	628,800	-1.5%	7,410,616	7,936,169	7.1%
The Fred Gellert Foundation	700,343	607,009	-13.3%	9,605,700	10,185,828	6.0%
General Service Foundation	1,125,400	1,420,123	26.2%	25,501,895	34,500,000	35.3%
Wallace Alexander Gerbode Foundation	2,420,659	2,185,218	-9.7%	46,283,987	44,586,870	-3.7%
The Rollin M. Gerstacker Foundation	1,869,634	2,963,664	58.5%	66,903,238	75,195,747	12.4%
J. Paul Getty Trust*	9,086,401	8,129,732	-10.5%	4,816,152,579	5,251,845,004	9.0%
Richard and Rhoda Goldman Fund	814,749	942,200	15.6%	5,599,892	18,747,113	234.8%
Horace W. Goldsmith Foundation	12,868,544	15,880,960	23.4%	304,734,258	421,500,000	38.3%
Philip L. Graham Fund	3,286,517	3,036,970	-7.6%	51,917,000	49,932,333	-3.8%
Grand Rapids Foundation	2,177,271	3,282,231	50.7%	46,136,131	48,949,704	6.1%
William T. Grant Foundation	6,537,646	6,732,073	3.0%	149,300,000	178,400,000	19.5%
Allen P. and Josephine B. Green Foundation	420,000	413,800	-1.5%	6,343,971	7,149,447	12.7%
The George Gund Foundation	11,996,651	16,487,031	37.4%	310,698,007	395,295,058	27.2%
Paul and Mary Haas Foundation	696,882	575,676	-17.4%	730,153	1,099,539	50.6%
Evelyn and Walter Haas, Jr. Fund	2,739,130	3,022,748	10.4%	77,729,000	65,000,000	-16.4%
The Hall Family Foundation	10,061,883	10,108,727	0.5%	407,362,996	378,775,857	-7.0%
James G. Hanes Memorial Fund/Foundation	1,025,000	1,300,000	26.8%	19,000,000	22,000,000	15.8%
The Harris Foundation (IL)	2,056,780	1,900,000	-7.6%	18,428,937	21,357,000	15.9%
The Hartford Courant Foundation, Inc.	585,300	656,804	12.2%	10,116,315	10,704,634	5.8%
Hartford Foundation for Public Giving	9,302,421	13,896,896	49.4%	167,702,738	209,463,887	24.9%
The Hawaii Community Foundation	5,000,000	6,000,000	20.0%	119,000,000	132,000,000	10.9%
Charles Hayden Foundation	6,045,412	5,967,545	-1.3%	144,185,749	175,415,686	21.7%
The John Randolph Haynes & Dora Haynes Foundation	1,869,607	1,526,000	-18.4%	34,693,068	37,496,841	8.1%

(Continued)

Grants and Assets of Surveyed Foundations 1990-1991 (*Continued*)

Foundation	Grants 1990	Grants 1991	% Change	Assets 1990	Assets 1991	% Change
The Edward W. Hazen Foundation, Inc.	374,463	385,192	2.9%	10,183,024	14,643,389	43.8%
Howard Heinz Endowment	21,900,000	28,000,000	27.9%	622,400,000	698,200,000	12.2%
Vira I. Heinz Endowment	12,600,000	6,700,000	-46.8%	298,700,000	332,200,000	11.2%
The William and Flora Hewlett Foundation	39,082,716	37,449,997	-4.2%	559,793,000	752,713,000	34.5%
Hill Crest Foundation, Inc.	1,158,430	565,700	-51.2%	22,279,304	22,816,755	2.4%
The Hillman Foundation, Inc.	2,953,300	2,796,950	-5.3%	37,957,565	45,587,275	20.1%
Conrad N. Hilton Foundation	10,471,210	20,891,328	99.5%	379,291,710	440,349,989	16.1%
Hoblitzell Foundation	3,664,615	3,023,625	-17.5%	67,803,429	73,256,590	8.0%
Houston Endowment, Inc.	28,960,000	31,768,000	9.7%	690,960,000	770,000,000	11.4%
Stewart W. & Wilma C. Hoyt Foundation	532,795	346,148	-35.0%	12,634,326	13,245,420	4.8%
Hudson-Weber Foundation	3,477,779	3,562,664	2.4%	84,045,495	91,284,609	8.6%
A. V. Hunter Trust, Inc.	1,108,552	1,220,057	10.1%	23,408,190	32,500,000	38.8%
The Hyde and Watson Foundation	2,419,270	2,478,520	2.4%	50,634,754	57,284,000	13.1%
Independence Foundation	3,404,665	3,738,410	9.8%	76,166,144	92,720,000	21.7%
The Indianapolis Foundation	3,195,460	3,333,040	4.3%	69,139,690	94,095,900	36.1%
The James Irvine Foundation	21,715,791	22,107,625	1.8%	506,745,921	608,962,435	20.2%
Ittleson Foundation, Inc.	769,773	1,254,275	62.9%	15,836,000	18,170,000	14.7%
The J. M. Foundation	2,266,900	2,216,300	-2.2%	22,120,346	24,089,935	8.9%
Janesville Foundation, Inc.	413,757	621,894	50.3%	8,320,420	8,877,773	6.7%
Jerome Foundation (MN)	1,729,929	1,763,646	1.9%	38,428,091	41,426,230	7.8%
George Frederick Jewett Foundation	928,529	898,598	-3.2%	16,478,998	23,000,000	39.6%
The Robert Wood Johnson Foundation	76,760,000	129,505,000	68.7%	2,914,183,000	4,081,388,000	40.1%
W. Alton Jones Foundation, Inc.	11,277,000	13,114,000	16.3%	173,290,000	209,352,000	20.8%
The Joyce Foundation (IL)	14,083,144	14,889,614	5.7%	319,313,724	395,000,000	23.7%
The Henry J. Kaiser Family Foundation	20,495,292	17,376,997	-15.2%	366,704,733	406,117,069	10.7%
The Greater Kansas City Community Foundation and Its Affiliated Trusts	7,734,000	9,845,000	27.3%	43,600,000	50,600,000	16.1%
The J. M. Kaplan Fund, Inc.	7,247,000	6,284,500	-13.3%	83,000,000	86,000,000	3.6%

W. K. Kellogg Foundation	121,974,324	151,377,630	24.1%	3,509,461,224	5,369,889,094	53.0%
Harris and Eliza Kempner Fund	1,072,608	1,049,344	-2.2%	23,301,119	27,285,638	17.1%
William R. Kenan, Jr. Charitable Trust	10,509,939	13,180,728	25.4%	222,000,000	258,000,000	16.2%
The Robert S. & Grayce B. Kerr Foundation, Inc.	778,537	799,785	2.7%	20,221,529	23,389,687	15.7%
The Kettering Family Foundation	310,900	271,400	-12.7%	7,443,000	9,112,000	22.4%
F. M. Kirby Foundation, Inc.	9,000,000	8,000,000	-11.1%	185,000,000	200,000,000	8.1%
Knight Foundation	23,154,361	26,026,263	12.4%	522,072,552	605,039,445	15.9%
Koret Foundation	11,664,736	13,641,282	16.9%	188,154,000	192,900,000	2.5%
The Kresge Foundation**	57,753,000	62,539,400	8.3%	1,214,208,974	1,422,418,786	17.1%
Samuel H. Kress Foundation	2,239,728	2,371,655	5.9%	63,458,325	65,295,098	2.9%
Lilly Endowment, Inc.	107,930,515	130,445,593	20.9%	3,544,000,000	3,984,000,000	12.4%
The Loyola Foundation, Inc.	1,430,000	1,486,000	3.9%	20,785,342	21,892,786	5.3%
The Henry Luce Foundation, Inc.	13,065,645	17,250,446	32.0%	363,267,716	413,690,000	13.9%
Miranda Lux Foundation	187,541	131,803	-29.7%	4,135,466	4,481,041	8.4%
The J. E. and L. E. Mabee Foundation, Inc	20,812,422	21,808,560	4.8%	513,588,666	544,657,220	6.0%
J. Roderick MacArthur Foundation	2,203,300	2,174,981	-1.3%	27,000,000	27,000,000	0.0%
John D. and Catherine T. MacArthur Foundation	148,071,000	141,260,000	-4.6%	3,077,581,000	3,321,601,000	7.9%
Josiah Macy, Jr. Foundation	2,800,000	3,900,000	39.3%	100,000,000	103,000,000	3.0%
The Mahadh Foundation	825,913	2,055,625	148.9%	7,641,092	12,944,610	69.4%
A. L. Mailman Family Foundation, Inc.	697,875	859,953	23.2%	14,962,561	19,670,000	31.5%
Marbrook Foundation	260,000	275,000	5.8%	5,329,971	7,390,266	38.7%
Mardag Foundation	1,123,058	1,067,059	-5.0%	25,151,844	27,579,231	9.7%
Margoes Foundation	148,903	231,929	55.8%	2,568,946	3,756,104	46.2%
Marin Community Foundation	27,675,000	30,654,000	10.8%	482,432,000	500,628,000	3.8%
Lucille P. Markey Charitable Trust	42,906,430	41,979,788	-2.2%	201,271,002	186,577,896	-7.3%
Robert R. McCormick Tribune Foundation	23,008,722	24,007,380	4.3%	470,292,080	550,665,389	17.1%
McCune Foundation	15,289,998	13,358,171	-12.6%	228,293,476	264,761,480	16.0%
James S. McDonnell Foundation	12,284,471	10,704,817	-12.9%	75,114,584	111,873,683	48.9%
McGregor Fund	3,545,638	2,814,000	-20.6%	83,946,503	88,334,487	5.2%
McInerny Foundation	1,736,210	1,739,575	0.2%	29,117,438	38,175,147	31.1%
The McKnight Foundation	38,209,866	46,627,000	22.0%	906,355,455	1,060,000,000	17.0%

(Continued)

Grants and Assets of Surveyed Foundations 1990-1991 (*Continued*)

Foundation	Grants 1990	Grants 1991	% Change	Assets 1990	Assets 1991	% Change
Meadows Foundation, Inc.	18,276,380	16,078,021	-12.0%	472,116,272	561,762,540	19.0%
The Andrew W. Mellon Foundation	74,467,370	86,871,015	16.7%	1,747,000,000	2,050,000,000	17.3%
Richard King Mellon Foundation	35,171,621	44,991,185	27.9%	836,121,061	964,519,670	15.4%
Milbank Memorial Fund	263,902	362,585	37.4%	39,394,301	46,423,968	17.8%
Milwaukee Foundation	5,100,000	5,800,000	13.7%	87,200,000	105,600,000	21.1%
The Minneapolis Foundation	9,050,443	9,006,845	-0.5%	135,000,000	150,000,000	11.1%
Charles Stewart Mott Foundation	39,085,903	43,899,750	12.3%	929,505,650	1,093,000,000	17.6%
M. J. Murdock Charitable Trust	8,664,842	9,387,327	8.3%	213,451,475	256,000,000	19.9%
The Needmor Fund	2,200,000	2,200,000	0.0%	11,900,000	14,000,000	17.6%
The New Hampshire Charitable Foundation	3,713,782	4,205,747	13.2%	52,901,577	67,500,000	27.6%
The New Haven Foundation	4,400,000	4,600,000	4.5%	93,500,000	105,000,000	12.3%
The New York Community Trust	54,200,000	66,800,000	23.2%	842,000,000	1,020,000,000	21.1%
New York Foundation	2,700,000	2,700,000	0.0%	43,690,199	54,358,000	24.4%
The Charlotte W. Newcombe Foundation	1,695,013	1,657,900	-2.2%	32,625,540	33,812,450	3.6%
Edward John Noble Foundation, Inc.	7,583,320	3,859,901	-49.1%	91,000,000	100,000,000	9.9%
The Nord Family Foundation	1,888,331	2,594,746	37.4%	48,131,065	63,993,843	33.0%
The Norfolk Foundation	1,507,403	1,817,907	20.6%	32,596,388	38,906,091	19.4%
Northwest Area Foundation	11,701,615	10,957,123	-6.4%	223,900,000	237,600,000	6.1%
F. W. Olin Foundation, Inc.	12,804,500	11,933,000	-6.8%	254,411,330	302,304,562	18.8%
John M. Olin Foundation, Inc.	19,784,591	18,725,968	-5.4%	67,270,738	70,691,037	5.1%
Onan Family Foundation	151,300	179,400	18.6%	4,874,731	5,745,004	17.9%
Oppenstein Brothers Foundation	914,900	829,800	-9.3%	18,180,493	19,000,000	4.5%
David and Lucile Packard Foundation	23,623,567	29,287,989	24.0%	227,512,098	718,175,870	215.7%
Elsa U. Pardee Foundation	3,272,781	2,935,971	-10.3%	55,734,695	62,145,099	11.5%
Pasadena Foundation	389,908	594,998	52.6%	3,638,747	4,106,679	12.9%
The William Penn Foundation	30,012,829	30,549,447	1.8%	494,000,000	551,000,000	11.5%
Peninsula Community Foundation	2,555,120	3,217,753	25.9%	45,358,385	55,608,000	22.6%
The Pew Charitable Trusts	154,113,633	110,604,608	-28.2%	3,076,680,137	3,388,154,827	10.1%

The Philadelphia Foundation	4,914,946	4,900,000	-0.3%	61,386,143	70,600,000	15.0%
Ellis L. Phillips Foundation	298,005	253,825	-14.8%	5,089,808	5,148,352	1.2%
The Pittsburgh Foundation	7,700,000	6,200,000	-19.5%	148,300,000	191,800,000	29.3%
The Prospect Hill Foundation, Inc.	1,726,000	1,641,015	-4.9%	39,069,397	40,521,740	3.7%
Public Welfare Foundation, Inc.	15,554,900	16,810,700	8.1%	244,155,780	250,284,691	2.5%
Raskob Foundation for Catholic Activities, Inc.	3,575,530	3,614,120	1.1%	80,334,000	84,436,000	5.1%
Research Corporation	2,797,736	2,814,884	0.6%	81,427,531	85,000,000	4.4%
The Retirement Research Foundation, Inc.	4,587,979	5,176,856	12.8%	115,079,417	134,374,483	16.8%
Kate B. Reynolds Charitable Trust	7,444,220	13,536,677	81.8%	249,973,101	289,949,928	16.0%
Z. Smith Reynolds Foundation, Inc.	12,848,000	10,972,000	-14.6%	213,500,000	240,000,000	12.4%
Sid W. Richardson Foundation	11,156,531	10,942,707	-1.9%	229,389,000	248,700,000	8.4%
Fannie E. Rippel Foundation	3,241,464	1,623,694	-49.9%	55,471,055	59,367,960	7.0%
Rochester Area Foundation (NY)	2,300,000	2,500,000	8.7%	25,200,000	30,200,000	19.8%
Rockefeller Brothers Fund	10,964,721	10,899,501	-0.6%	297,600,935	312,388,108	5.0%
Rockefeller Family Fund, Inc.	1,714,705	1,561,971	-8.9%	29,777,000	35,654,000	19.7%
The Rockefeller Foundation	84,771,000	100,562,000	18.6%	1,969,517,000	2,190,830,000	11.2%
The Winthrop Rockefeller Foundation	2,800,000	2,000,000	-28.6%	55,000,000	70,000,000	27.3%
Rosenberg Foundation	1,259,000	1,452,000	15.3%	32,980,000	38,290,000	16.1%
Samuel Rubin Foundation, Inc.	811,900	794,750	-2.1%	11,682,269	11,811,059	1.1%
Sophie Russell Testamentary Trust	86,465	85,043	-1.6%	1,496,488	1,588,338	6.1%
Russell Sage Foundation*	1,828,845	1,759,442	-3.8%	94,134,212	102,230,015	8.6%
St. Louis Community Foundation	635,949	752,975	18.4%	11,474,808	13,084,719	14.0%
The Saint Paul Foundation, Inc.	13,144,473	12,662,418	-3.7%	173,000,000	200,000,000	15.6%
San Antonio Area Foundation	1,264,269	1,496,705	18.4%	17,632,346	18,256,967	3.5%
San Diego Community Foundation	2,142,098	2,918,173	36.2%	48,253,406	54,319,840	12.6%
The San Francisco Foundation	20,142,408	20,971,811	4.1%	201,914,254	226,099,459	12.0%
Greater Santa Cruz County Community Foundation	1,056,700	364,694	-65.5%	3,829,281	7,076,910	84.8%
Sarah Scaife Foundation, Inc.	9,091,500	11,206,000	23.3%	205,517,430	224,978,963	9.5%
The Scherman Foundation, Inc.	2,914,365	3,819,685	31.1%	60,525,738	67,500,000	11.5%
The Florence and John Schumann Foundation	6,016,178	5,782,200	-3.9%	76,568,118	83,423,276	9.0%
The Seattle Foundation	3,692,412	3,897,563	5.6%	41,458,165	43,754,272	5.5%

(Continued)

Grants and Assets of Surveyed Foundations 1990-1991 (*Continued*)

Foundation	Grants 1990	Grants 1991	% Change	Assets 1990	Assets 1991	% Change
The Self Foundation	1,111,505	1,219,180	9.7%	25,046,546	29,323,216	17.1%
Shalan Foundation, Inc.	238,000	247,500	4.0%	21,200,000	1,000,000	-95.3%
Gardiner Howland Shaw Foundation	364,000	428,000	17.6%	10,200,000	11,000,000	7.8%
Siebert Lutheran Foundation, Inc.	2,313,450	2,425,686	4.9%	47,752,331	58,504,585	22.5%
Alfred P. Sloan Foundation	21,190,975	28,626,395	35.1%	612,231,359	727,641,989	18.9%
W. W. Smith Charitable Trust	6,458,649	5,325,295	-17.5%	98,972,835	98,959,467	0.0%
John Ben Snow Memorial Trust	918,800	957,450	4.2%	18,563,279	19,354,417	4.3%
Community Foundation for Southeastern Michigan	2,919,915	2,335,990	-20.0%	22,211,629	35,588,364	60.2%
The Spencer Foundation	9,392,332	8,551,283	-9.0%	210,431,249	217,547,574	3.4%
Alex Stern Family Foundation	349,119	352,915	1.1%	7,437,476	8,020,940	7.8%
Hattie M. Strong Foundation	269,950	231,600	-14.2%	16,086,585	17,855,823	11.0%
The Charles J. Strosacker Foundation	1,293,000	1,303,000	0.3%	26,000,000	29,000,000	11.5%
Stuart Foundations	7,216,571	7,612,970	5.5%	163,734,985	196,914,890	20.3%
Surdna Foundation, Inc.	16,844,753	8,127,942	-51.7%	318,279,856	329,991,327	3.7%
The Frank M. Tait Foundation	267,925	259,625	-3.1%	4,827,019	5,897,952	22.2%
Anne Burnette and Charles Tandy Foundation	6,472,108	7,871,511	21.6%	170,391,850	209,414,430	22.9%
The Community Foundation of Metropolitan Tarrant County	1,092,219	1,026,168	-6.0%	18,626,623	22,272,992	19.6%
The Teagle Foundation, Inc.	3,400,000	4,000,000	17.6%	89,800,000	93,900,000	4.6%
Thrasher Research Fund	1,871,812	1,952,452	4.3%	32,399,938	35,582,602	9.8%
The Tinker Foundation	1,771,871	2,039,100	15.1%	48,778,149	52,900,679	8.5%
Town Creek Foundation, Inc.	1,180,000	1,156,000	-2.0%	20,165,755	25,608,501	27.0%
Rose E. Tucker Charitable Trust	592,600	764,577	29.0%	14,472,562	14,771,238	2.1%
The Tull Charitable Foundation & J. M. Tull Foundation	2,036,444	2,168,123	6.5%	38,470,580	43,064,241	11.9%
Alice Tweed Tuohy Foundation	504,885	516,152	2.2%	11,467,262	11,306,251	-1.4%
United States-Japan Foundation	4,454,140	4,509,721	1.2%	79,542,075	87,452,574	9.9%

Ernst D. van Loben Sels-Eleanor Slate van Loben Sels Charitable Foundation	438,900	524,970	19.6%	8,817,100	12,766,800	44.8%
Victoria Foundation, Inc.	4,030,019	6,436,555	59.7%	115,628,539	149,883,976	29.6%
Virginia Environmental Endowment	1,074,858	1,156,400	7.6%	16,323,048	16,458,929	0.8%
The Laura B. Vogler Foundation, Inc.	139,200	163,183	17.2%	3,472,189	3,851,985	10.9%
DeWitt Wallace-Reader's Digest Fund, Inc.	42,757,609	33,443,295	-21.8%	761,826,102	1,088,044,858	42.8%
Lila Wallace-Reader's Digest Fund, Inc.	32,252,027	32,675,042	1.3%	576,171,234	820,655,764	42.4%
The Wasie Foundation	139,520	945	-99.3%	13,109,632	13,779,290	5.1%
Edwin S. Webster Foundation	800,000	984,000	23.0%	19,599,070	23,000,000	17.4%
Weingart Foundation	20,488,340	22,893,357	11.7%	429,772,635	446,935,297	4.0%
The Whitaker Foundation	14,838,577	15,007,433	1.1%	293,966,316	365,152,660	24.2%
The Thomas H. White Foundation (OH)	595,815	521,060	-12.5%	11,387,727	13,656,686	19.9%
Whitehall Foundation, Inc.	1,919,721	2,009,119	4.7%	43,228,477	52,864,751	22.3%
Lettie Pate Whitehead Foundation, Inc.	9,000,000	9,767,000	8.5%	250,359,516	371,889,179	48.5%
Joseph B. Whitehead Foundation	11,621,577	15,574,900	34.0%	353,487,542	520,583,063	47.3%
Wieboldt Foundation	639,900	597,600	-6.6%	13,500,000	18,000,000	33.3%
G. N. Wilcox Trust (HI)	702,393	684,220	-2.6%	12,654,752	15,227,551	20.3%
Joseph C. & Marie C. Wilson Foundation	515,609	1,241,659	140.8%	10,109,944	11,062,530	9.4%
Dean Witter Foundation	424,600	328,300	-22.7%	6,813,026	10,514,216	54.3%
Robert W. Woodruff Foundation, Inc.	26,402,604	33,372,418	26.4%	995,521,065	1,495,171,323	50.2%
Woods Charitable Fund, Inc.	2,388,391	2,506,644	5.0%	41,822,094	48,200,000	15.3%
Greater Worcester Community Foundation, Inc.	1,592,974	1,587,353	-0.4%	24,307,475	28,147,638	15.8%
The Wortham Foundation	8,251,168	8,104,440	-1.8%	134,251,953	147,535,489	9.9%

*Operating foundation.

**Figures represent appropriations, at the request of the foundation. Grants paid out by the Kresge Foundation: $48,792,000 (1990); $58,869,400 (1991).

Large Foundation Gifts ($1 million or more)

Following is a list of gifts of $1 million or more made by foundations in 1991. *Giving USA* aims to note gifts paid out rather than appropriated whenever it is possible to determine this difference. Nonetheless, the list probably contains some appropriations that were not paid out entirely in 1991. The list is arranged in categories corresponding to the chapters of the book, but the National Taxonomy of Exempt Entities was not used systematically to sort the list. It is also important to note that knowing the recipient of the gift is not the same as knowing its purpose. This list, while of interest to users of the book, should not be used to generalize about trends in giving to nonprofits.

To Religion

(Note: Gifts to theological seminaries are listed under education.)

Conrad N. Hilton Foundation
Conrad N. Hilton Fund for Sisters
$4,416,179

Lilly Endowment, Inc.
Interdenominational Theological Center
$1,100,000

Kathleen Price and Joseph M. Bryan Family Foundation
Greensboro Urban Ministry
$1,000,000

To Education

W. K. Kellogg Foundation
Tuskegee University
$15,500,000

W. K. Kellogg Foundation
Gallaudet University
$12,000,000

Thoresen Foundation
Randolph-Macon Woman's College
$10,300,000

Excellence in Education Foundation
University of Texas at Dallas
$10,000,000
$4.5 million and land

Thomas and Dorothy Leavey Foundation
Santa Clara University
$10,000,000

Pickard Family Trusts
Bowdoin College
$9,400,000

Kevin and Eleanor Smith Foundation
Case Western Reserve University
$8,000,000

Alfred P. Sloan Foundation
Stanford University
$6,038,261

The Grainger Foundation
University of Illinois
$6,000,000
first year of a three-year grant

W. K. Kellogg Foundation
East Tennessee State University
$6,000,000

W. K. Kellogg Foundation
University of Texas at El Paso
$6,000,000

Harvey and Bernice Jones Charitable Trust
University of Arkansas
$5,500,000

Robert W. Woodruff Foundation Inc.
Emory University
$5,000,000
second year of a three-year, $25,000,000 grant

F.W. Olin Foundation, Inc.
Wofford College
$4,630,000

William M. and Nina B. Hollis Foundation
Stetson University
$4,500,000

DeWitt Wallace-Reader's Digest Fund
The College Board
$4,400,000

Reily Foundation
Tulane University Medical Center
$4,200,000

W. K. Kellogg Foundation
National Association for the Education of Young Children
$4,000,000

Lucille P. Markey Charitable Trust
Cornell University Medical College
$4,000,000

Lucille P. Markey Charitable Trust
Florida State University
$4,000,000

Lucille P. Markey Charitable Trust
University of Rochester School of Medicine and Dentistry
$4,000,000

Lucille P. Markey Charitable Trust
Washington University
$4,000,000

Donald W. Reynolds Foundation
University of Nevada at Las Vegas
$4,000,000

W. K. Kellogg Foundation
National Academy of Sciences
$3,943,765

Lucille P. Markey Charitable Trust
Yale University
$3,935,800

The Duke Endowment
Duke University
$3,650,000

DeWitt Wallace-Reader's Digest Fund
New York Public Library
$3,600,000

Robert W. Woodruff Foundation, Inc.
Emory University
$3,500,000

The Robert Wood Johnson Foundation
Duke University Medical Center
$3,290,249

Marin Community Foundation
San Francisco Theological Seminary
$3,209,212

Lilly Endowment, Inc.
Trustees of Indiana University
$3,208,056

W. K. Kellogg Foundation
Michigan Biotechnology Institute
$3,200,000

Lilly Endowment, Inc.
Kansas State University
$3,200,000

Lila Wallace-Reader's Digest Fund
Institute of International Education
$3,100,000

Conrad N. Hilton Foundation
Perkins School for the Blind
$3,037,118

Arnold and Mabel Beckman Foundation
California Institute of Technology
$3,020,000

Connelly Foundation
Rosemont College
$3,000,000

Diabetes Foundation of Florida
University of Miami School of Medicine
$3,000,000

Hall Foundation
Cornell College
$3,000,000

W.M. Keck Foundation
Duke University
$3,000,000

W.M. Keck Foundation
University of Southern California
$3,000,000

Lucille P. Markey Charitable Trust
Columbia University
$3,000,000

Andrew W. Mellon Foundation
University of Michigan
$3,000,000

New York Community Trust
Duke University
$3,000,000

Alfred P. Sloan Foundation
Massachusetts Institute of Technology
$3,000,000

Wayne and Gladys Valley Foundation
Holy Names College
$3,000,000

DeWitt Wallace-Reader's Digest Special Projects Fund
Duke University
$3,000,000

Robert W. Woodruff Foundation Inc.
Morehouse College
$3,000,000

William Penn Foundation
University of the Arts
$2,942,000

W. K. Kellogg Foundation
Industrial Technology Institute
$2,800,000

The Pew Charitable Trusts
Philadelphia Consortium of Special Collection Libraries
$2,770,000

W.M. Keck Foundation
University of Washington at Seattle
$2,750,000

The Robert Wood Johnson Foundation
University of California at Los Angeles
$2,693,298

Robert R. McCormick Foundation
Northwestern University
$2,600,000

Pew Charitable Trusts
Pennsylvania State University
$2,600,000

The Kresge Foundation
University of Michigan
$2,500,000

Andrew W. Mellon Foundation
Woodrow Wilson National Fellowship Foundation
$2,500,000

Z. Smith Reynolds Foundation
Wake Forest University
$2,500,000

San Francisco Foundation
University of California at Davis
$2,500,000

Skillman Foundation
Wayne State University
$2,500,000

W. K. Kellogg Foundation
Michigan Partnership for New Education
$2,424,924

Lettie Pate Evans Foundation, Inc.
Berry College
$2,415,595

F.W. Olin Foundation, Inc.
Tufts University
$2,404,000

W. K. Kellogg Foundation
University of West Virginia System
$2,328,748

Blandin Foundation
University of Minnesota Humphrey Institute of Public Affairs
$2,300,000

Broad Family Foundation
Duke University
$2,300,000

W. K. Kellogg Foundation
University of Hawaii$
2,256,484

The Robert Wood Johnson Foundation
George Washington University
$2,189,979

Conrad N. Hilton Foundation
University of Houston
$2,187,500

Bowerman Foundation and Oregon Community Foundation
University of Oregon
$2,100,000

Houston Endowment
Baylor University
$2,100,000

W.K. Kellogg Foundation
Nat'l. Assn. of State Universities & Land Grant Colleges
$2,100,000

The Pew Charitable Trusts
Hispanic Association of Colleges and Universities
$2,100,000

F.W. Olin Foundation, Inc.
Drury College
$2,087,000

The Pew Charitable Trusts
New England Consortium for Undergraduate Science Education
$2,056,250

Belk Foundation
University of North Carolina at Charlotte
$2,000,000

Adolph Coors Foundation
Colorado State College
$2,000,000

Cullen Foundation
University of St. Thomas
$2,000,000

Dorot Foundation
Brown University
$2,000,000

The Ford Foundation
American Council on Education
$2,000,000

The Ford Foundation
College Entrance Examination Board
$2,000,000

The Ford Foundation
New York University
$2,000,000

Ittleson Foundation
Brown University
$2,000,000

W.M. Keck Foundation
University of Chicago
$2,000,000

McCune Foundation
Muskingum College
$2,000,000

Samuel I. Newhouse Foundation
Lincoln University
$2,000,000

Samuel I. Newhouse Foundation
United Negro College Fund
$2,000,000

Paul Ogle Foundation
Indiana University-Southeast
$2,000,000

DeWitt Wallace-Reader's Digest Fund
Columbia University Teachers College
$2,000,000

Robert W. Woodruff Foundation Inc.
Morris Brown College
$2,000,000

The Robert Wood Johnson Foundation
Boston University School of Public Health
$1,900,000

W. K. Kellogg Foundation
East Tennessee State University
$1,850,960

Lettie Pate Evans Foundation, Inc.
Georgia Institute of Technology
$1,811,696

Lettie Pate Evans Foundation, Inc.
Washington and Lee University
$1,811,696

W. K. Kellogg Foundation
New Mexico State University
$1,808,111

Lucille P. Markey Charitable Trust
Duke University
$1,800,000

DeWitt Wallace-Reader's Digest Fund
Fund for New York City Public Education
$1,780,000

W.M. Keck Foundation
Harvard University
$1,750,000

Severns Family Foundation
University of Illinois
$1,750,000

The Pew Charitable Trusts
Midstates Science and Mathematices Consortium
$1,726,130

W. K. Kellogg Foundation
California State Polytechnic University
$1,707,823

W.K. Kellogg Foundation
Medical College of Georgia
$1,700,000

Lilly Endowment, Inc.
Ohio University
$1,700,000

William Penn Foundation
Temple University
$1,679,509

Lucille P. Markey Charitable Trust
Thomas Jefferson University
$1,608,674

W. K. Kellogg Foundation
Boston University
$1,600,000

Robert W. Woodruff Foundation Inc.
Atlanta University Center
$1,600,000

Lucille P. Markey Charitable Trust
Purdue University
$1,577,212

Lucille P. Markey Charitable Trust
Harvard Medical School
$1,567,000

Lucille P. Markey Charitable Trust
University of California at Berkeley
$1,541,000

The Chicago Community Trust
University of Chicago
$1,500,000

Fondren Foundation
Southern Methodist University
$1,500,000

H.R.H. Foundation
Case Western Reserve University
$1,500,000

Hillman Foundation
Stanford University
$1,500,000

Conrad N. Hilton Foundation
Culinary Institute of America
$1,500,000

W.M. Keck Foundation
Henry E. Huntington Library and Art Gallery
$1,500,000

W.M. Keck Foundation
Massachusetts Institute of Technology
$1,500,000

The Kresge Foundation
Michigan State University
$1,500,000

The Kresge Foundation
Roanoke College
$1,500,000

Lucille P. Markey Charitable Trust
University of Alabama at Birmingham
$1,500,000

Meyer Memorial Trust
St. Mary's Academy of Portland
$1,500,000

The Pew Charitable Trusts
American Association for Higher Education
$1,500,000

The Pew Charitable Trusts
The Bill of Rights Education Collaborative
$1,500,000

Sid W. Richardson Foundation
University of Texas
$1,500,000

Robert W. Woodruff Foundation
Georgia State University
$1,500,000

Knight Foundation
Knight Science Journalism Fellowships at MIT
$1,486,000

W. K. Kellogg Foundation
Pan American Agricultural School
$1,457,473

Alfred P. Sloan Foundation
University of California at Berkeley
$1,448,147

The Nason Foundation
Case Western Reserve University
$1,445,000

Lilly Endowment, Inc.
Purdue University
$1,443,095

The Ford Foundation
Texas A&M University System
$1,404,100

W. K. Kellogg Foundation
Texas A&M University System
$1,400,000

F.W. Olin Foundation, Inc.
Gustavus Adolphus College
$1,380,000

W. K. Kellogg Foundation
Morehouse School of Medicine
$1,353,123

Lilly Endowment, Inc.
Ball State University
$1,344,328

The Pew Charitable Trusts
Carolina/Ohio Science Education Network
$1,312,118

W.K. Kellogg Foundation
Auburn University
$1,300,000

The Ford Foundation
Auburn University at Montgomery
$1,262,555

Lilly Endowment, Inc.
Bangor Theological Seminary
$1,258,180

Ella West Freeman Foundation
A.B. Freeman School of Business
$1,250,000

L.G. Balfour Foundation
University of Notre Dame
$1,250,000

W. K. Kellogg Foundation
North Carolina State University
$1,249,460

The Pew Charitable Trusts
University of Kentucky
$1,240,000

The Pew Charitable Trusts
Cornell University
$1,236,000

The Ford Foundation
New School for Social Research
$1,223,000

The Henry J. Kaiser Family Foundation
University of Washington
$1,217,777
first year of a four-year grant

W. K. Kellogg Foundation
Education Development Center
$1,215,488

Lettie Pate Evans Foundation, Inc.
Protestant Episcopal Theological Seminary
$1,207,797

Lettie Pate Evans Foundation, Inc.
Tallulah Falls School
$1,207,797

Gebbie Foundation
Wheaton College
$1,200,000

The Robert Wood Johnson Foundation
Brandeis University
$1,200,000

Lilly Endowment, Inc.
United Negro College Fund
$1,200,000
part of a three-year grant

McDonnell Douglas Foundation
University of Missouri System, Columbia
$1,200,000

Carnegie Corporation of New York
Stanford University
$1,164,650

James Irvine Foundation
University of Southern California
$1,150,000

Lucille P. Markey Charitable Trust
University of California at San Francisco
$1,104,730

W. K. Kellogg Foundation
Virginia Polytechnic Institute and State University
$1,100,000

W. K. Kellogg Foundation
University of Virginia
$1,100,000

Lucille P. Markey Charitable Trust
Rockefeller University
$1,035,400

Weingart Foundation
Loyola Marymount University
$1,027,170

F.W. Olin Foundation, Inc.
Harvey Mudd College
$1,027,000

W.K. Kellogg Foundation
Michigan State Department of Education
$1,000,254

Mary Reynolds Babcock Foundation
Wake Forest University
$1,000,000

George and Frances Ball Foundation
Keuka College
$1,000,000

Claude Worthington Benedum Foundation
Carnegie Institute
$1,000,000

William T. and Ethel Lewis Burton Foundation
McNeese State University
$1,000,000

Bush Foundation
Hamline University
$1,000,000

The Bush Foundation
St. John's University
$1,000,000

Carnegie Corporation of New York
National Board for Professional Teaching Standards
$1,000,000

De Rance Foundation
University of Notre Dame
$1,000,000

Eberly Foundation
University of Oklahoma
$1,000,000

Reginald S. & Julia W. Fleet Foundation
Hampden-Sydney College
$1,000,000

GAR Foundation
University of Akron
$1,000,000

The George Gund Foundation
Case Western Reserve University
$1,000,000
first year of two-year grant

Hall Family Foundation
William Jewell College
$1,000,000

Vira I. Heinz Endowment
Westminster College
$1,000,000

Alex Hillman Family Foundation
University of Pennsylvania School of Nursing
$1,000,000

James Irvine Foundation
Santa Clara University
$1,000,000

W. K. Kellogg Foundation
University of Michigan
$1,000,000

William R. Kenan, Jr. Charitable Trust
University of North Carolina at Chapel Hill
$1,000,000
amount paid in 1991 of a multi-year challenge grant

Knight Foundation
Duke University
$1,000,000

Knight Foundation
Florida Agricultural and Mechanical University
$1,000,000

Knight Foundation
University of Kansas
$1,000,000

Knight Foundation
University of Missouri School of Journalism
$1,000,000

The Kresge Foundation
Bowman Gray School of Medicine of Wake Forest University
$1,000,000

The Kresge Foundation
Duke University
$1,000,000

The Kresge Foundation
Wellesley College
$1,000,000

The Kresge Foundation
Yale University
$1,000,000

Lilly Endowment, Inc.
Teach for America, Inc.
$1,000,000

The J.E. and L.E. Mabee Foundation, Inc.
Hannibal-LaGrange College
$1,000,000

The J.E. and L.E. Mabee Foundation, Inc.
Hendrix College
$1,000,000

The J.E. and L.E. Mabee Foundation, Inc.
Rockhurst College
$1,000,000

The J.E. and L.E. Mabee Foundation, Inc.
Webster University
$1,000,000

The J.E. and L.E. Mabee Foundation, Inc.
William Jewell College
$1,000,000

Lucille P. Markey Charitable Trust
Northwestern University
$1,000,000

Robert R. McCormick Foundation
Illinois Institute of Technology
$1,000,000

McCune Foundation
La Roche College
$1,000,000

McCune Foundation
Monmouth College
$1,000,000

McCune Foundation
Point Park College
$1,000,000

National Medical Enterprises
Howard University
$1,000,000

Newman Foundation
Sarah Lawrence College
$1,000,000

Simmons Family Foundation
Massachusetts Institute of Technology
$1,000,000

Mark Taper Foundation
Central Library
$1,000,000

DeWitt Wallace-Reader's Digest Fund
Council for Basic Education
$1,000,000

Del E. Webb Foundation
University of Southern California
$1,000,000

To Health

(Note: Gifts to schools of medicine are listed under education.)

Excellence in Education Foundation
University of Texas Southwestern Medical Center
$30,000,000

Lucille P. Markey Charitable Trust
University of Texas Southwestern Medical Center
$8,200,000

Homer and Martha Gudelsky Family Foundation
University of Maryland Medical Center
$5,000,000

Lucille P. Markey Charitable Trust
The Scripps Research Institute
$5,000,000

Starr Foundation
New York Hospital-Cornell Medical Center
$5,000,000
part of a five-year grant

The Henry J. Kaiser Family Foundation
New England Medical Center
$4,270,000

The Robert Wood Johnson Foundation
Montefiore Medical Center
$4,260,222

Lucille P. Markey Charitable Trust
Fox Chase Cancer Center
$4,000,000

Mapplethorpe Foundation
American Foundation for AIDS Research (AmFar)
$3,000,000

Saint Paul Foundation
Menninger Foundation
$2,700,000

The Robert Wood Johnson Foundation
Beth Israel Hospital Association (Boston)
$2,531,160

Joseph B. Whitehead Foundation
Egleston Hospital
$2,500,000

Lucille P. Markey Charitable Trust
Children's Hospital (Boston)
$2,250,000

The Robert Wood Johnson Foundation
Marshfield Clinic
$2,201,376

The Robert Wood Johnson Foundation
Metrohealth Medical Center (Cleveland)
$2,083,474

William Randolph Hearst Foundation
New York Hospital-Cornell Medical Center
$2,000,000

Robert Leet - Clara Guthrie Patterson Trust
Stamford Hospital
$2,000,000

The Robert Wood Johnson Foundation
The Connecticut Partnership for Long Term Care
$1,800,000

The Ford Foundation
National Black Women's Health Project
$1,579,992

The Chicago Community Trust
Chicago Consortium for Psychiatric Research
$1,529,000

Champlin Foundations
Rhode Island Hospital
$1,500,000

Lucille P. Markey Charitable Trust
La Jolla Cancer Research Foundation
$1,500,000

Skillman Foundation
City of Detroit Health Department
$1,500,000

W. K. Kellogg Foundation
American Nurses' Foundation
$1,365,378

Lucille P. Markey Charitable Trust
Whitehead Institute for Biomedical Research
$1,283,575

W.M. Keck Foundation
Whitehead Institute for Biomedical Research
$1,250,000

Maximilian E. and Marion O. Hoffman Foundation
St. Francis Hospital and Medical Center
$1,200,000

The Robert Wood Johnson Foundation
Stop Teenage Addiction to Tobacco
$1,200,000

The Ford Foundation
Codman Square Health Center
$1,125,428

James S. McDonnell Foundation
Program for Appropriate Technology in Health
$1,042,811

New York Community Trust
New York Hospital-Cornell Medical Center
$1,034,322

Arnold and Mabel Beckman Foundation
Hoag Memorial Hospital
$1,000,000

Amon G. Carter Foundation
All Saints Hospital
$1,000,000

Eugene B. Casey Foundation
Suburban Hospital (Bethesda, MD)
$1,000,000

Richard and Helen Devos Foundation
Butterworth Hospital
$1,000,000
first of a five-year grant

Aaron Diamond Foundation
Aaron Diamond AIDS Research Center
$1,000,000

Conrad N. Hilton Foundation
City of Hope
$1,000,000

The J.E. and L.E. Mabee Foundation, Inc.
St. Francis Regional Medical Center
$1,000,000

Prince Charitable Trusts
Rehabilitation Institute of Chicago
$1,000,000

Mark Taper Foundation
Los Angeles Free Clinic
$1,000,000

Weingart Foundation
Children's Hospital of Los Angeles
$1,000,000

Human Services

Lilly Endowment, Inc.
Indianapolis Neighborhood Housing Partnership
$4,953,524
first year of a two-year grant

The Robert Wood Johnson Foundation
Corporation for Supportive Housing
$4,000,000

DeWitt Wallace-Reader's Digest Fund
United Neighborhood Houses of New York City
$3,800,000

Lilly Endowment, Inc.
Indiana Youth Institute, Inc.
$3,300,000

Annie E. Casey Foundation
Chatham-Savannah Youth Futures Authority
$2,797,094

Lila Wallace-Reader's Digest Fund
YMCA of the USA
$2,750,000

DeWitt Wallace-Reader's Digest Fund
Outward Bound U.S.A.
$2,600,000

DeWitt Wallace-Reader's Digest Fund
Children's Defense Fund
$2,500,000

The Ford Foundation
Corporation for Supportive Housing
$2,000,000

Robert W. Woodruff Foundation Inc.
Wesley Woods Homes
$2,000,000

DeWitt Wallace-Reader's Digest Fund
Boy Scouts of America
$1,662,000

Weingart Foundation
YMCA
$1,654,300

The Cleveland Foundation
Neighborhood Progress, Inc.
$1,500,000
first year of a two-year grant

The Ford Foundation
SEEDCO (Structured Employment Economic Development Corporation
$1,500,000

Hall Family Foundation
Salvation Army
$1,500,000

The Robert Wood Johnson Foundation
AIDS Housing of Washington
$1,500,000

Joseph B. Whitehead Foundation
YMCA - Atlanta
$1,500,000

Annie E. Casey Foundation
Boys and Girls Clubs of America
$1,425,000

DeWitt Wallace-Reader's Digest Fund
National 4-H Council
$1,315,000

Christy-Houston Foundation
Salvation Army
$1,300,000

Anonymous
Salvation Army School for Officers' Training
$1,250,000

Joseph B. Whitehead Foundation
Salvation Army
$1,250,000

George Gund Foundation
Neighborhood Progress, Inc.
$1,200,000

W. K. Kellogg Foundation
City Year
$1,150,000

The Ford Foundation
Greater Southeast Community Center for the Aging
$1,121,443

The Pew Charitable Trusts
Corporation for Supportive Housing
$1,033,500
part of a $4 million grant

W. K. Kellogg Foundation
North Avenue Women's Center
$1,027,400

The Bonner Foundation
Partnership with Food Banks
$1,000,000

Freshman-Pratt Foundation
Baptist Children's Home
$1,000,000

The J.E. and L.E. Mabee Foundation, Inc.
Center for the Retarded
$1,000,000

The J.E. and L.E. Mabee Foundation, Inc.
YMCA
$1,000,000

McKnight Foundation
Minneapolis/St. Paul Family Housing Fund
$1,000,000

DeWitt Wallace-Reader's Digest Fund
YouthBuild USA
$1,000,000

To Arts, Culture, and Humanities

New York Community Trust
Metropolitan Museum of Art
$7,537,903

The Annenberg Foundation
Corporation for Public Broadcasting
$5,000,000
first year of a twelve-year grant

Lila Wallace-Reader's Digest Fund
Brooklyn Academy of Music
$5,000,000

Lila Wallace-Reader's Digest Fund
OPERA America
$5,000,000

Wortham Foundation
Houston Symphony
$4,500,000

Andrew W. Mellon Foundation
National Humanities Center
$4,000,000

Amon G. Carter Foundation
Amon Carter Museum of Western Art
$3,922,828

The Ford Foundation
National Arts Stabilization Fund
$3,000,000

Samuel I. Newhouse Foundation
New Jersey Performing Arts Center
$3,000,000

Lilly Endowment, Inc.
Eitlejorg Museum of the American Indian and Western Art, Inc.
$2,850,000

The Robert Wood Johnson Foundation
WGBH Educational Foundation
$2,840,482

Lila Wallace-Reader's Digest Fund
National Public Radio
$2,285,450

Howard Heinz Endowment
Pittsburgh Cultural Trust
$2,250,000

The Robert Wood Johnson Foundation
National Public Radio, Inc.
$2,084,259

Lila Wallace-Reader's Digest Fund
Philadelphia Museum of Art
$2,000,000

Lila Wallace-Reader's Digest Fund
Studio in a School Association
$2,000,000

Howard Heinz Endowment
Carnegie Institute
$1,500,000

M.J. Murdock Charitable Trust
Oregon Museum of Science and Technology
$1,500,000

Howard Heinz Endowment
Pittsburgh Cultural Trust
$1,494,000

New York Community Trust
Boscobel Restoration
$1,351,953

Sid W. Richardson Foundation
Amon Carter Museum of Western Art
$1,250,000

New York Community Trust
American Museum of Natural History
$1,163,966

W. K. Kellogg Foundation
Children's Museum of Indianapolis
$1,097,010

Lila Wallace-Reader's Digest Fund
ExhibitsUSA
$1,060,500

Morris and Gwendolyn Cafritz Foundation
National Gallery of Art
$1,000,000

Evelyn and Walter Haas, Jr. Fund
San Francisco Museum of Modern Art
$1,000,000

Hoblitzelle Foundation
Dallas Museum of Art
$1,000,000

William M. and Nina B. Hollis Foundation
Curtis Institute of Music
$1,000,000

The Kresge Foundation
Winterthur Museum and Gardens
$1,000,000

Lilly Endowment, Inc.
Indianapolis Museum of Art
$1,000,000

Pels Foundation
National Actors Theater
$1,000,000

William Penn Foundation
Philadephia Orchestra Association
$1,000,000
first year of a three-year grant

Richard S. Reynolds Foundation
Virginia Museum of Fine Arts
$1,000,000

Skillman Foundation
Michigan Opera Theatre
$1,000,000

Skirball Foundation
Los Angeles Music Center Opera
$1,000,000

Robert W. Woodruff Foundation Inc.
Science & Technology Museum of Atlanta, Inc.
$1,000,000

To Public/Society Benefit

The Ford Foundation
Social Science Research Council
$5,100,000
part of a multi-year grant

Conrad N. Hilton Foundation
BEST Foundation for a Drug Free Tomorrow
$4,915,000

DeWitt Wallace-Reader's Digest Fund
Association of Science-Technology Centers
$4,700,000

Marin Community Foundation
Beryl H. Buck Open Space Fund
$4,151,000

Lilly Endowment, Inc.
Indiana Enterprise Zones
$3,300,000

The Ford Foundation
Chicanos Por La Causa
$3,000,000

William Penn Foundation
Philadelphia Ranger Corps
$3,000,000

DeWitt Wallace-Reader's Digest Fund
Institute for Literacy Studies
$2,900,000

DeWitt Wallace-Reader's Digest Fund
Fund for the City of New York
$2,815,000
part of a $5,600,000 grant

Carnegie Corporation of New York
Carnegie Commission on Science, Technology and Government
$2,500,000

The Ford Foundation
Institute for International Economics
$2,500,000

The Ford Foundation
Urban Institute
$2,000,000

Sol Goldman Charitable Trust
City Parks Foundation
$2,000,000

DeWitt Wallace-Reader's Digest Fund
Girl Scouts of the U.S.A.
$1,850,000

W. K. Kellogg Foundation
United Community Services of Metropolitan Detroit
$1,751,843

DeWitt Wallace-Reader's Digest Fund
Nonprofit Facilities Fund
$1,700,000

Carnegie Corporation of New York
Carnegie Council on Adolescent Development
$1,500,000

The Chicago Community Trust
Illinois Facilities Loan Fund
$1,500,000

W.M. Keck Foundation
Scripps Institution of Oceanography
$1,500,000

Lilly Endowment, Inc.
Atlas Economic Research Foundation
$1,500,000

McCune Foundation
Historical Society of Western Pennsylvania
$1,500,000

Annie E. Casey Foundation
Center for the Study of Social Policy
$1,440,000

Lilly Endowment, Inc.
Indiana-World Skating Academy
$1,425,000

W. K. Kellogg Foundation
World Vision
$1,309,415

W. K. Kellogg Foundation
Independent Sector
$1,306,600

The Ford Foundation
National Academy of Sciences
$1,300,000

Lila Wallace-Reader's Digest Fund
City Parks Foundation
$1,267,830

The Ford Foundation
United States Basic Skills Investment Corporation
$1,250,000

W. K. Kellogg Foundation
National Center for Nonprofit Boards
$1,200,000

The Ford Foundation
International Center for Integrative Studies
$1,150,000

The Annie E. Casey Foundation
Center for Leadership in School Reform
$1,135,721

The Ford Foundation
American Civil Liberties Union Foundation, Inc.
$1,125,000

W. K. Kellogg Foundation
National Center for Neighborhood Enterprise
$1,106,715

Knight Foundation
Knight Commission on Intercollegiate Athletics
$1,103,463

The Ford Foundation
Lawyers Committee for Human Rights
$1,050,000

The Bush Foundation
Bush Leadership Fellowships
$1,043,000

W.K. Kellogg Foundation
Future Farmers of America Foundation
$1,028,384

The Ford Foundation
Media-Advertising Partnership for a Drug-Free America
$1,000,000

Howard Heinz Endowment
Extra Mile Foundation
$1,000,000

Conrad N. Hilton Foundation
World Vision
$1,000,000
first year of a five-year grant

James Irvine Foundation
Los Angeles Collaborative for Community Development
$1,000,000

The Robert Wood Johnson Foundation
Grantmakers in Health
$1,000,000

Knight Foundation
Enterprise Foundation
$1,000,000

New York Community Trust
Historic Hudson Valley
$1,000,000

Henry Salvatori Foundation
The Heritage Foundation
$1,000,000

To Environment/Wildlife

Sid W. Richardson Foundation
Fort Worth Zoological Association
$1,900,000

Lilly Endowment, Inc.
Indianapolis Zoological Society, Inc
$1,875,000
one year of two-year grant

Champlin Foundations
The Nature Conservancy
$1,500,000

Robert W. Woodruff Foundation Inc.
Friends of the Zoo (Atlanta)
$1,500,000

New York Community Trust
New York Zoological Society
$1,410,365

Robert W. Woodruff Foundation Inc.
Fernbank
$1,392,608

Bullitt Foundation
Trust for Public Land
$1,000,000

The Kresge Foundation
Shedd Aquarium (Chicago)
$1,000,000

To International Affairs

W. K. Kellogg Foundation
International Youth Foundation
$2,746,372

The Ford Foundation
ACCION International
$2,000,000

The Ford Foundation
Africare
$2,000,000

W. K. Kellogg Foundation
University of Oxford
$2,000,000

Pew Charitable Trusts
Council on Foreign Relations
$1,500,000

W. K. Kellogg Foundation
South African Committee for Higher Education
$1,034,920

The Ford Foundation
Sached Trust
$1,000,000

W. K. Kellogg Foundation
Ministry of Health, Harare, Zimbabwe
$1,000,000

W. K. Kellogg Foundation
University of El Valle
$1,000,000

John D. and Catherine T. MacArthur Foundation
Cooperative Housing Foundation
$1,000,000
to assist families in developing countries

DeWitt Wallace-Reader's Digest Fund
Up with People
$1,000,000

To Foundations

Katherine Tuck Fund
Community Foundation for Southeastern Michigan
$6,000,000

The Kresge Foundation
Community Foundation For Southeastern Michigan
$3,278,400

The Ford Foundation
Puerto Rico Community Foundation
$2,000,000

Joseph B. Whitehead Foundation
Metro Atlanta Community Foundation
$2,000,000

Lilly Endowment, Inc.
Greater Lafayette Community Foundation
$1,800,242

Lilly Endowment, Inc.
Fort Wayne Community Foundation, Inc.
$1,800,000

Lilly Endowment, Inc.
The Community Foundation Alliance, Inc.
$1,763,600

Lilly Endowment, Inc.
The Putnam County Foundation
$1,727,729

Lilly Endowment, Inc.
Community Foundation of Grant County, Indiana
$1,700,000

Lilly Endowment, Inc.
The Indianapolis Foundation
$1,700,000

Lilly Endowment, Inc.
Noble County Community Foundation, Inc.
$1,700,000

Rollin M. Gerstacker Foundation
Midland Foundation
$1,641,000

The Ford Foundation
Cleveland Foundation
$1,500,000

W. K. Kellogg Foundation
Council of Michigan Foundations
$1,500,000

The Ford Foundation
Community Foundation for Southeastern Michigan
$1,000,000

The Ford Foundation
Community Foundation of Greater Memphis
$1,000,000

The Ford Foundation
Hartford Foundation for Public Giving
$1,000,000

The Ford Foundation
The Milwaukee Foundation
$1,000,000

The Ford Foundation
New York Community Trust
$1,000,000

Getty Grant Program
California Community Foundation
$1,000,000

Notes to Giving by Foundations

1/ C. Edward Murphy, ed., *National Data Book of Foundations 16th Edition*, New York: The Foundation Center, 1992, p. xiii.

2/ Stan Olson, ed., *The Foundation Director 1992 Edition*, New York: The Foundation Center, 1992, p. v.

3/ Ruth Kovacs, ed., *The Foundation Grants Index 1992*, New York: The Foundation Center, 1992, pp. vii & viii.

4/ "Community Foundations in 1990: A Statistical Update," The Council on Foundations, March 1992.

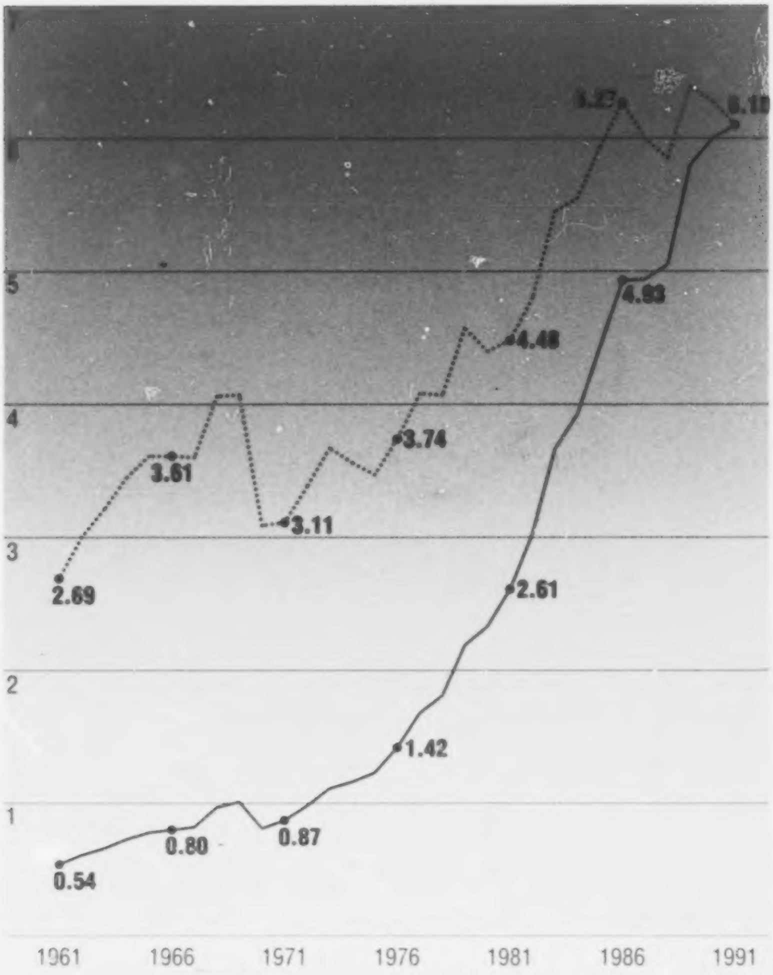
5/ Loren Renz, *Foundation Giving 1991 Edition*, New York: The Foundation Center, 1991, p. 32.

6/ "Community Foundations in 1990: A Statistical Update," Council on Foundations Report, March 1992.

Giving by Corporations

Giving by Corporations 1961–1991
(Current vs 1991 Dollars)

($ in Billions)



______ Current $
………… 1991 $

Giving by Corporations 1980-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1980	$2.33	$4.40	**1986**	4.93	6.27
1981	2.61	4.48	**1987**	4.94	6.00
1982	3.03	4.80	**1988**	5.05	5.85
1983	3.67	5.45	**1989**	5.80	6.39
1984	3.93	5.55	**1990**	6.00	6.28
1985	4.43	5.93	**1991**	6.10	6.10

Giving by corporations and corporate foundations in 1991 is estimated at $6.1 billion. This represents a 1.7% (-2.9% in constant terms) increase over the revised 1990 estimate of $6 billion. Corporate giving represented almost five percent of total giving in 1991. With few exceptions — notably in 1970 and 1971 — corporate giving has represented between 4-5.5% of total annual contributions.

Estimating Corporate Giving

This year, *Giving USA* changed its methodology and updated its corporate giving table to include what are called consolidated figures. These figures represent giving by corporate foundations in addition to the amount donated by the corporations themselves.

The consolidated 1991 figure, though it represents a change which did not outpace inflation, is still significantly higher than what IRS tax files will reveal when they become available in three years. In contrast to the consolidated figure, the IRS figure does not include grants paid by corporate foundations because those grants are not a corporate charitable deduction. In a similar vein, the consolidated figure does not include transfers from corporations to corporate foundations, even though these transfers are deductible for income tax purposes. A full discussion of the distinction between the IRS and the consolidated figure follows later in the chapter.

The tax file figure and the consolidated figures from 1980 to the present are shown in the table below.

Corporate Charitable Contributions
($ in Millions)

	IRS Figure	Consolidated Figure
1980	$2358.6	$2,330.7
1981	2,514.4	2,614.8
1982	2,906.4	3,026.8
1983	3,626.6	3,669.9
1984	4,057.1	3,932.2
1985	4,471.7	4,430.9
1986	5,178.9	4,932.3
1987	4,980.0	4,936.1
1988	4,893.0	5,052.0
1989^e	5,100.0	5,800.0
1990^e	5,100.0	6,000.0
1991^e	5,000.0	6,100.0

^{e} = estimate

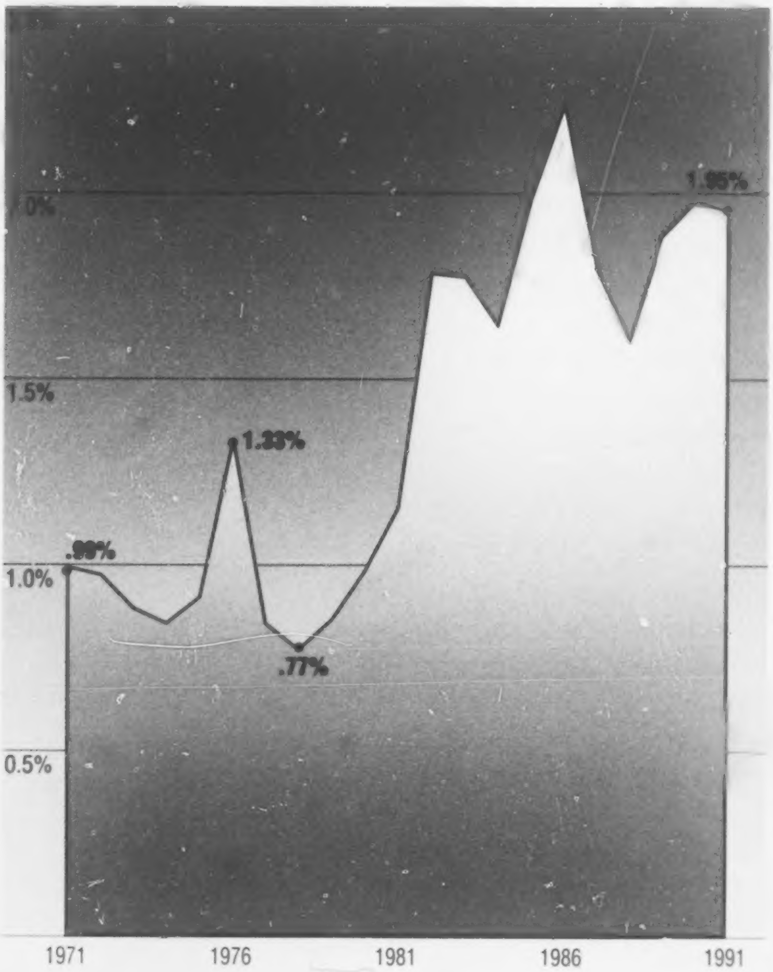
Sources: Program on Nonprofit Organizations (Yale University) and Council for Aid to Education

Consolidated and IRS Figures: Why are they Different?

The Council for Aid to Education and The Conference Board provide the data for *Giving USA's* estimates of corporate contributions; IRS data, which become available about three years later, had been used to update the estimates. But how close should we aim to be in estimating the IRS figures on corporate charitable deductions? To what degree do they reflect the same phenomenon we aim to measure? In identifying the tax

Corporate Giving as a Percent of Pre-Tax Income 1971–1991

(% of Income)



Corporate Gifts and Pre-tax Income ($ in Billions)

	Income	Gifts	% of Income		Income	Gifts	% of Income
1970	$ 76.0	$0.811	1.07%	**1981**	226.5	2.615	1.15
1971	87.3	0.866	0.99	**1982**	169.6	3.027	1.78
1972	101.5	0.981	0.97	**1983**	207.6	3.670	1.77
1973	127.2	1.113	0.88	**1984**	239.9	3.932	1.64
1974	138.9	1.164	0.84	**1985**	224.3	4.431	1.98
1975	134.8	1.227	0.91	**1986**	221.6	4.932	2.23
1976	107.3	1.423	1.33	**1987**	275.3	4.936	1.79
1977	200.5	1.676	0.84	**1988**	316.7	5.052	1.60
1978	233.5	1.807	0.77	**1989**	307.7	5.800	1.88
1979	257.2	2.192	0.85	**1990**	304.7	6.000	1.97
1980	237.1	2.331	0.98	**1991**	312.4	6.100	1.95

Sources: Program on Nonprofit Organizations (Yale University), Council for Aid to Education, The Conference Board, U.S. Department of Commerce.
Note: 1986 figure includes some gifts made in 1987 but reported on 1986 corporate returns for tax purposes.

files as the definitive source of hard data on corporate contributions, are we aiming at the wrong target?

Hayden W. Smith of the Program on Nonprofit Organizations (PONPO) at Yale University recently analyzed this dilemma. He noted that the fact that all corporations are required to report to the IRS belies the inconsistencies in what those data may yield about charitable donations. Bearing in mind that the purpose of the IRS is to collect revenue, not to provide insight into the field of philanthropy, we should understand that problems arise when data collected for the former purpose are used for the latter. Also, even the IRS figures are derived using a sampling procedure. That is, the IRS does not provide an actual tally of all corporate tax returns. IRS data, not unlike earlier estimates of those data, come from a sample of organizations.

Another factor which may color the picture of corporate giving has to do with the number of corporations. In the 1940s there were approximately 500,000 corporations; today there are about four million. Thus, some increases in corporate charitable giving are not due to the attitude of the corporate community but to the increase in the number of corporations. Furthermore, the IRS views the corporate community differently from the student of philanthropy. Only four percent of all companies have enough stockholders and assets to compel them to register with the Securities and Exchange Commission. These 10,000 companies represent to most people, but not to the IRS, the total "corporate community."

Tax law also affects corporate contributions, not only by influencing giving behavior of businesses but also by influencing their reporting behavior. Between 1936-1981, no more than five percent of taxable corporate income could be deducted in a given year. After 1981, the ceiling rose to ten percent. Thus, the stimulus to corporations not only to give but also to report gifts changed in 1982 rendering historical comparisons problematic. Tax law also had a dramatic impact on corporate reporting in 1986, when the tax reform act was passed. The tax reform act lowered the corporate tax rate, thereby reducing the tax advantage of deductions. When a company's (or an individual's) income is taxed at a higher rate, it is motivated to make more charitable contributions. Charitable deductions reduce taxable income; at higher tax rates this reduction saves more in tax payments than at lower rates.

Even when the rules for deducting contributions are stable, contributions above the maximum allowable limit can be deducted in future years for up to five years. This is called "carryover". When corporations are experiencing lower profits, they are more likely to carryover contributions from previous years, rendering their charitable deduction larger than their actual outlays for those years. Historically, however, the carryover resulted in deceptively lower rates of corporate giving because corporations were growing and carried over large portions of their charitable gifts.

Corporate profits and losses also affect IRS figures. Even when the corporate economy is robust, 40% of corporations still report a net loss for tax purposes and are not therefore allowed to deduct any charitable gifts. This not only produces a deflated view of corporate giving, it also means more deductions are carried forward, simultaneously inflating future years. In some years these distortions may balance out, but in others they will not.

To illustrate, in 1991 IBM contributed approximately $148 million to charity, the same amount it gave in 1990.[1] Similarly, Citibank made over $23 million in charitable contributions in 1991.[2] Gifts from these two corporations represent about 2.8% of total corporate giving. Yet, these contributions will not show up in 1991 tax files. Why?

IBM reported a $2.8 billion loss in 1991.[3] Citibank reported a loss of $457 million.[4] Neither company can, therefore, declare any charitable deductions. The losses can be attributed to one-time expenses for such programs as early retirement benefits to trim long-range spending. Thus, the loss does not mean IBM and Citibank are not strongly positioned to give in the future. Moreover, the corporations will carryover part of their 1991 charitable activity to future years' returns when they will once again be deductible, thereby deceptively inflating future estimates of the corporations' philanthropic activity. In fact, the IRS record of corporate giving by companies with generous programs is more likely to reflect company profits than giving.

Another practice which may distort the view of corporate giving is that the IRS permits corporations to deduct payments to their foundations as charitable gifts, but the foundations themselves are not considered corporate entities by the IRS. Rather, they are considered 501(c)(3) organizations, and the grants they pay out are not considered corporate charitable gifts by the IRS; they are considered expenses. Of course, grants paid out by corporate foundations to charitable organizations are in large part what many people think of as corporate philanthropy.

This is the source of the difference between what is called the consolidated estimate and the IRS estimate of corporate giving. Assuming one wants to know what was received by charitable organizations from corporations and their foundations, one would have to make adjustments to the IRS data. From the corporate contributions figure from the tax files, one would subtract those funds that did not go to nonprofit organizations but, rather, were transferred from corporate entities to their foundations. To this figure one adds the grants paid out by those corporate foundations. These grants are listed as expenses on IRS form 990.

Patterns of Corporate Giving

No matter how it is measured, corporate giving has levelled off considerably in recent years, probably as a result of lower profits. Though there have been other periods of slow corporate growth, the corporate climate of the 1980s was unique in some ways, notably the increase in merger and acquisition activity. Acquisitions burdened companies with debt. Mergers also affect corporate giving because when two companies merge, the corporate giving programs of both companies will be merged, and it is likely that the new company foundation will have a smaller budget than the total budgets of the two original companies when they were separate entities.

On the other hand, during the 1980s companies also set higher standards for giving levels. Thus, even though companies may not be reaping high profits today, they are trying to maintain the ratio of giving to income established in the more abundant times of the preceding decade. Corporate giving as a percent of either before- or after-tax income has not been declining even though the amount corporations contribute to philanthropy has not increased very much in recent years. Viewed from this perspective, corporations are as generous now as they have been at virtually any time in the last fifty years. Still, we should exercise some caution before concluding that companies are more generous now than they were a decade ago. Companies are spending more on debt service now, and thus they are inherently less profitable.

Another effect of post-1980s economics is that corporations which are reducing staff may focus some staff reductions in the corporate foundations that distribute contributions. This means the foundation has fewer staff to evaluate programs. It may be simpler under these circumstances to give more money to fewer causes, and some, though not most, companies are doing that. At the same time, corporations want to remain visible even when they cannot support as many programs. To do this, a corporation might look for the opportunity to fund an entire project, rather than just contribute a share of its costs. In this way, it could be wholly identified with the project.

Who Receives Corporate Gifts?

The lion's share of corporate giving goes to education, and half the corporate gifts to education go to forty institutions. The other half is divided among 1,020 colleges and universities.

Those forty institutions that receive most of the corporate contributions and represent less than 5% of all colleges and universities are almost all research universities or universities that specialize in medical or health sciences. Most of them are members of the Association of American Universities and have strong research and graduate programs.[6]

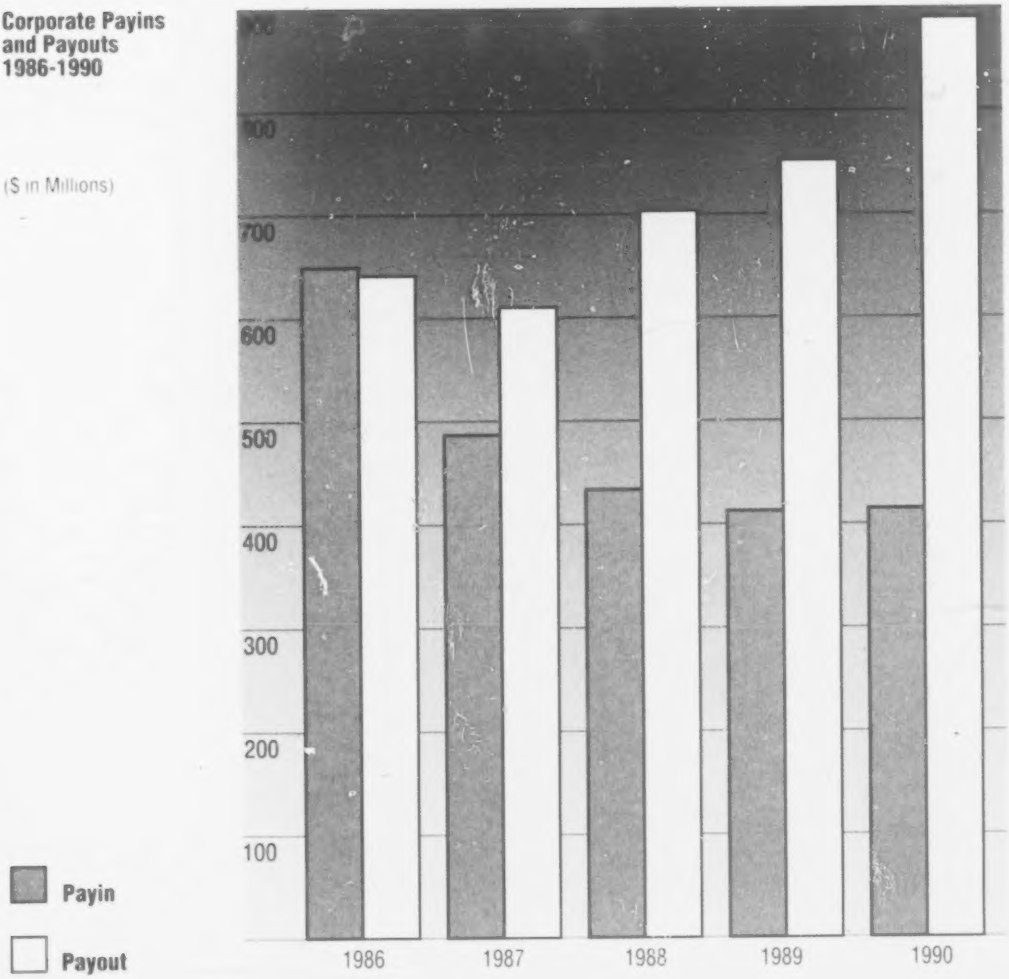
The equity of this is often debated. Many small institutions, including historically Black and religious colleges, question whether gifts to the more prestigious research universities represent truly charitable behavior. Corporations, on the other hand, maintain that their interests, as well as society's interests, are well-served by supporting universities engaged in major research and professional education programs.

Companies' Payout Exceeds Payins

When corporations with a commitment to philanthropy are reaping healthy profits, they will often increase distributions to their company foundations. When profits are low, even companies with strong giving programs decrease contributions to their philanthropic foundations. Thus, when company profits are low, corporate foundations have the option of reducing grants or drawing on the assets of the corporate foundation to maintain giving levels. The amount the corporation gives to its philanthropic arm is called a "payin"; the amount the corporate foundation gives in grants is called a "payout."

Since 1986, payouts have exceeded payins by increasing amounts. In 1990 companies surveyed by The Conference Board paid out more than twice what they received from the parent company.[7] In contrast, in 1986 corporate foundations surveyed by The Conference Board took in more than they paid out in grants. Nonetheless, despite the fact that corporate foundations are willing to draw on their assets to maintain giving levels, they must do so cautiously so as not to seriously erode the corpus of the foundation. Thus, despite increasing payouts in relation to payins, corporate giving remains flat.

Corporate Payins and Payouts 1986-1990



Source: The Conference Board (represents a sample of corporations)

Large Corporate Gifts ($1 million or more)

Following is a list of gifts of $1 million or more made by corporations and their foundations in 1991. The AAFRC aims to note gifts paid out rather than pledged or appropriated whenever it is possible to determine this difference. Nonetheless, the list probably contains some appropriations that were not paid out entirely in 1991. The list is arranged in categories corresponding to the chapters of the book, but the National Taxonomy of Exempt Entities was not used systematically to sort the list. It is also important to note that knowing the recipient of the gift is not the same as knowing its purpose. This list should not be used to generalize about trends in giving to nonprofits.

To Education

Valid Logic Systems Inc.
Georgia Institute of Technology
$14,200,000
software

The Henry Luce Foundation, Inc.
Yale University
$10,000,000

CPC International
Illinois Institute of Techno
$7,500,000

Digital Equipment Corporation
University of California at
Berkeley
$5,000,000
equipment

Hughes Aircraft Company
University of Southern California
$5,000,000

IBM Corporation
Rensselaer Polytechnic Institute
$4,250,000
computer equipment

IBM with Lehigh University
Lehigh University
$4,000,000
joint project to install new computer workstations

Boeing Company
Seattle University
$3,500,000

Digital Equipment Corporation
Marshall University
$3,500,000
computer equipment and software

Hewlett-Packard Company
University of California at
Los Angeles
$3,400,000
equipment

Computervision, Inc.
University of Dayton
$3,000,000
software

Viewlogic Systems
Northeastern University
$3,000,000
software

Enron Corporation
University of Houston System
$2,500,000

Tenneco Corporation
University of Houston System
$2,500,000

IBM
Mathematical Association of
America
$2,400,000
equipment and cash

Irving Brothers Gravel Company and Irving Materials Inc.
Ball State University
$2,250,000

Conoco Inc.
University of Houston System
$2,200,000

Amoco Foundation
University of Chicago
$2,000,000

Forbes Foundation
Brown University
$2,000,000

Golden Nugget Corporation
University of Nevada at
Las Vegas
$2,000,000

KMart Corporation
West Virginia University
$2,000,000

Toyota Motor Corporation
Columbia University
$2,000,000

Toyota Motor Corporation
Harvard University
$2,000,000

Tracinda Corporation
University of Nevada at
Las Vegas
$2,000,000

AT&T
United States Merchant Marine
Academy
$1,761,782
computer equipment and services

Wavefront Technologies
University of California at
Berkeley
$1,600,000
software

Amoco Foundation
Ohio State University
$1,500,000

Fuji Bank
University of Chicago
$1,500,000

W.R. Grace and Company
Clemson University
$1,500,000

Hewlett-Packard Company
University of Michigan
$1,500,000
equipment

Hitachi America Ltd.
Massachusetts Institute of
Technology
$1,500,000

Newmont Gold Company
University of Nevada at
Las Vegas
$1,500,000

Research Corporation
Cottrell College Science Program
$1,339,577

Amoco Foundation
Texas A&M
$1,300,000

Exxon Education Foundation
University of Washington
$1,250,000

First Wisconsin Trust Company
University of Washington
$1,250,000

Ford Motor Company Fund
Ohio State University
$1,250,000

Kennecott Corporation
University of Utah
$1,250,000

Nationwide Insurance Foundation
Ohio State University
$1,250,000

Procter & Gamble Fund
Miami University
$1,250,000

Toyota Motor Corporation
Japan Society
$1,200,000
for a Japanese language training center

AT&T
Oregon Health Sciences University
$1,128,286
computer equipment and services

Advanced Drainage Systems, Inc
University of Notre Dame
$1,000,000

Amdahl Corporation
Santa Clara University
$1,000,000

ARCO Foundation
California Institute of Technology
$1,000,000

Ashland Oil Inc.
University of Kentucky
$1,000,000

Bausch & Lomb
University of Rochester
$1,000,000

Burlington Resources Inc.
University of New Mexico
$1,000,000

Coca-Cola Foundation
University of Notre Dame
$1,000,000

Coca-Cola Foundation
Spelman College
$1,000,000

Ford Motor Company Electronics Division
Georgia Institute of Technonlogy
$1,000,000

Glaxo Foundation
Duke University Fuqua School of Business
$1,000,000

Glaxo Inc.
North Carolina State University
$1,000,000

Hon Industries, Inc.
Iowa State University
$1,000,000
furniture

Hughes Aircraft Company
University of Arizona
$1,000,000

Humana Inc.
University of Kentucky
$1,000,000

KOA Speer Electronics Inc.
University of Pittsburgh at Bradford
$1,000,000
life insurance policy

Martin Marietta Corporation Foundation
University of Colorado School of Engineering
$1,000,000

Martin Marietta Corporation Foundation
University of Maryland System
$1,000,000

Parke-Davis Group
University of Maryland School of Pharmacy
$1,000,000

Pepsico Foundation
New College of University of South Florida
$1,000,000

Pepsico Foundation
State University of New York at Purchase
$1,000,000

Procter & Gamble Fund
Ohio State University
$1,000,000

Toyota Motor Corporation
University of Kentucky
$1,000,000

US West Foundation
American Indian College Fund
$1,000,000
part of a two-year grant

To Health

(Note: Gifts to schools of medicine are listed under education.)

Sandoz Pharmaceutical Corporation
Dana-Farber Cancer Institute
$7,750,000
first year of a four-year grant

Merck Company Foundation
Massachusetts General Hospital
$1,000,000

To Human Services

Bear, Stearns and Companies
New York Equity Fund
$2,000,000

Amoco Foundation
El Valor Corporation
$1,000,000
to construct an early childhood center

BP America
United Way of Cleveland
$1,000,000

Arts, Culture, and Humanities

NIKE Inc.
Children's Television Workshop
$ 5,000,000

The Prudential Insurance Company of America
New Jersey Performing Arts Center
$3,000,000

BP America
Cleveland Orchestra
$1,875,000

Union Pacific Foundation
ExhibitsUSA
$1,060,500

Matsushita Electric Corporation of America
New Jersey Performing Arts Center
$1,000,000

To Public/Society Benefit

MCI Communications Corporation
American Political Science Association
$5,000,000

To Environment/Wildlife

Day Companies
Nature Conservancy, Virginia Chapter
$2,000,000

Freeport-McMoran Inc.
Tulane University Center for Bioenvironmental Research
$1,000,000

To International Affairs

Agmen Inc.
Carter Center
$60,000,000
drug to treat patients in the People's Republic of China

IBM Corporation
Farmer Training Center in Zimbabwe
$1,417,000
first year of a three year gift

The Coca-Cola Company
United Service Organizations, Inc.
$1,000,000

H.J. Heinz Company Foundation
Up with People
$1,000,000

Notes to Giving by Corporations

1/ Bruce Millar and Jennifer Moore, "Corporate Gifts Harder to Obtain," *The Chronicle of Philanthropy*, July 2, 1991, p. 1

2/ *Public Responsibility at Citibank 1991*, Citibank Corporate Affairs, April 1992, p. 3

3/ *The New York Times*, February 25, 1992, p. B1

4/ *Citicorp Annual Report 1991*, Citicorp, 1992, p. 1

5/ Liz McMillen, "Foundations and Corporations Concentrate Giving at Top Universities, Study Finds," *The Chronicle of Higher Education*, June 5, 1991, pp. 1, A21, & A23

6/ *ibid.*

7/ The Conference Board study represents responses from 338 companies from a sample which includes the Fortune 1,000 and 100 foreign firms with major subsidiaries in the United States. Some trends observed in these larger companies would not necessarily represent the whole corporate picture. For example, the ratio of payins to payouts is lower for smaller companies, possibly because they cannot — to the same extent as larger companies — draw upon assets in times of reduced payins from parent companies.

Uses of Contributions

Giving to Religion

Giving to Education

Giving to Health

Giving to Human Services

Giving to Arts, Culture, and Humanities

Giving to Public/Society Benefit

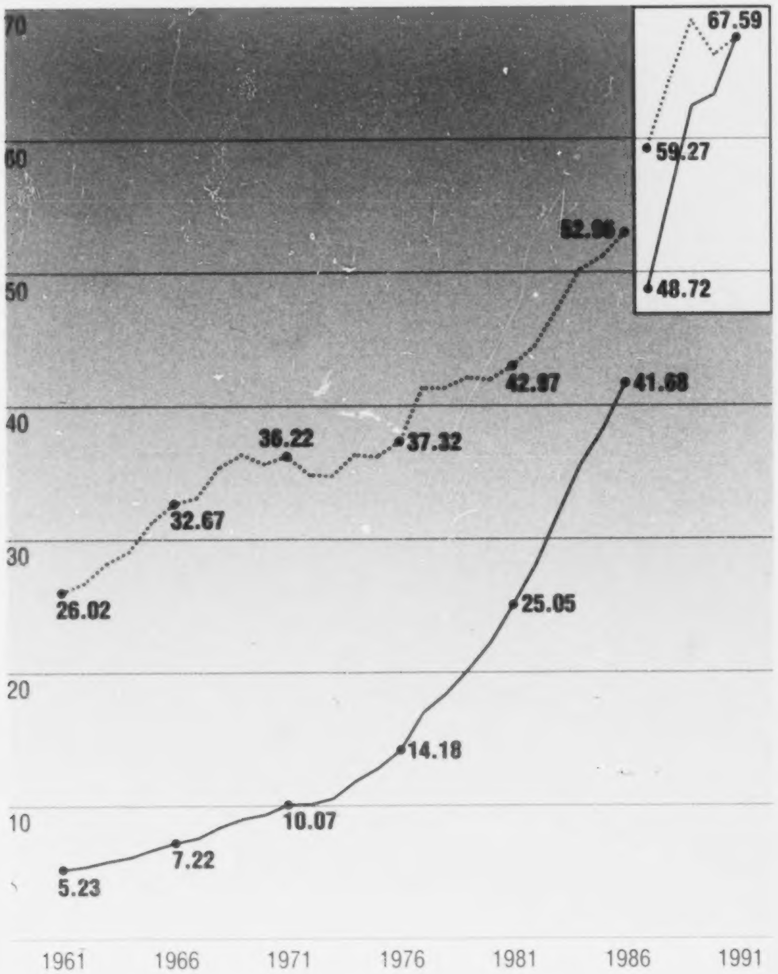
Giving to Environment/Wildlife

Giving to International Affairs

Giving to Religion

Giving to Religion 1961–1991
(Current vs 1991 Dollars)

($ in Billions)



Giving to Religion 1987-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1987	$48.72	$59.27	**1990**	63.31	66.30
1988	55.59	64.34	**1991**	67.59	67.59
1989	62.48	68.89			

*Methodology revised in 1987.

Giving to religion reached an estimated $67.59 billion in 1991. This represents a 6.8% increase (2% in constant terms) over the revised 1990 estimate. Giving to religion is estimated at approximately 54% of total giving in 1991, about the same percentage of total giving it received in 1990.

Changes in giving to religion closely parallel those in individual giving because most giving to religion comes from individuals. A small percent comes from foundations, and virtually no corporate gifts go to religion. *Giving USA* bases its religion estimate for the years 1987 to the present on data about personal giving to religion provided by Independent Sector and data about foundation giving provided by The Foundation Center.

In this year's chapter on giving to religion, we also outline research about this sector of the nonprofit economy that receives more than fifty cents of every charitable dollar but about which we have the least hard data.

Organizations included in the religion chapter fall under category X of the National Taxonomy of Exempt Entities. (See Appendix D.)

Estimating Giving to Religion

Charitable contributions to religion are perhaps the most difficult to estimate. Religious organizations are not required by law to report contributions. Churches, synagogues, mosques, and other houses of worship may keep their books differently from each other and may record finances differently over time within the same institution. Furthermore, religious organizations tend to keep confidential the sources and amounts of their financial receipts. Thus, they do not always respond to surveys from outside groups interested in knowing about their finances.

The problem researchers have with reporting by institutions is compounded by the fact that the vast majority of voluntary giving to religion comes from individuals, rather than from foundations or corporations. Whereas foundations and corporations are required to file detailed financial reports about their contributions, individuals vary in how and to what degree they report contributions.

Preliminary data from the Statistics of Income Division of the Internal Revenue Service indicate that 72% of tax filers, representing approximately 82 million people, do not itemize deductions on their tax returns. Among the remaining 28% who do itemize deductions, nine percent do not itemize charitable contributions. Thus, less than a quarter of those who file tax returns itemize charitable contributions on their returns. Put another way, about 30 million of the 114 million persons who filed a tax return in 1990 itemized charitable contributions on their return. Of course, some people are not required to file a return at all.

Even individuals who do itemize charitable deductions on their tax returns do not categorize their giving by type of recipient. Thus, even if we knew how much individuals declared they gave to charity in a particular year, we still would not know how much of that went to religion.

Moreover, efforts to estimate people's mistakes in reporting their charitable contributions to the IRS have not been particularly fruitful. Many people believe the IRS figures overestimate charitable giving by itemizers. But, of course, they do not include any gifts by non-itemizers or by persons who do not file a tax return.

On the other hand, contributions from wealthy individuals could be underestimated in IRS data because of what is called the 3% floor on itemized deductions. Individuals must reduce their itemized deductions by 3% of the amount of adjusted gross income exceeding $100,000. The magnitude of the effect of this rule on giving, per se, is debated as it applies not only to charitable contributions, but also to deductions for real estate, state and local taxes, and mortgage interest. Nonetheless, it would certainly affect how some people report voluntary giving.[1]

To estimate giving to religion, *Giving USA* used to consider giving to religion a "residual" category. That is, once all other contributions were estimated, the remaining donations from the four sources — individuals, bequests, corporations, and foundations — were allocated to religion. Two years ago, in *Giving USA 1990*, the estimate of the amount contributed to religion was equal to 47.4% of the estimate of total giving for 1989.

The following year, in *Giving USA 1991*, the methodology was changed by adapting statistics from the Independent Sector's 1990 *Survey on Giving and Volunteering in the United States*. The revised figure for the 1989 year represented nearly 54% of total giving. The revised methodology used the percentage of average household giving allocated to religion as projected from the giving and volunteering survey and applied that percentage to *Giving USA*'s estimate of individual giving. To this estimate was added the much smaller amount contributed by foundations to religion as reported by The Foundation Center.

Giving USA estimates individual giving from an econometric model, and it projected total giving by individuals at a higher level than did the Independent Sector, which based its estimate on a poll of households performed with the Gallup Organization. Thus, *Giving USA's* estimate of giving to religion diverges from that of the Independent Sector, even though *Giving USA* used Independent Sector data as part of its projection.

Independent Sector estimates

giving to religion by starting with a baseline established in 1986, when its survey on religion, "From Belief to Commitment," was conducted and applying a percentage change to that number. The change is derived from noting how giving to certain religious congregations changes each year.

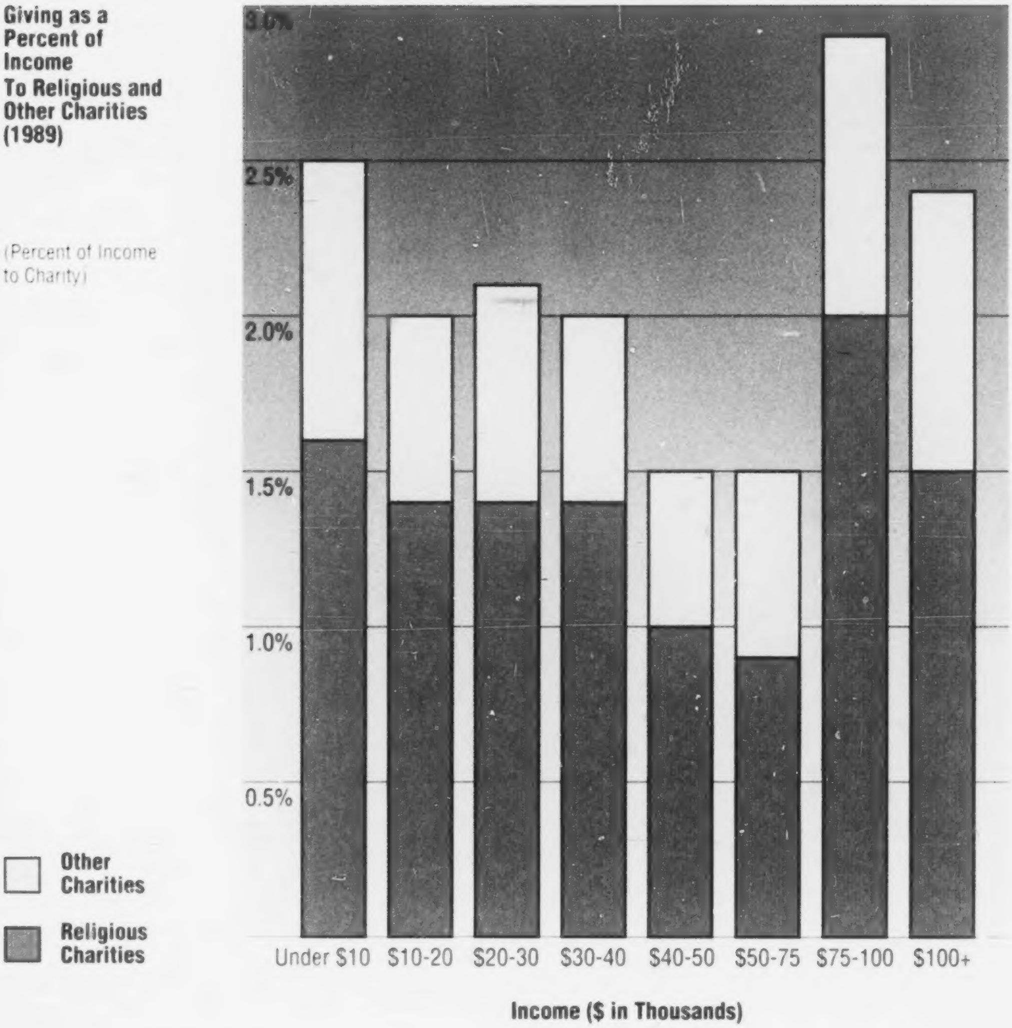
Giving USA updates its religion estimate by forecasting the amount individuals and foundations gave to religion, and applying to that figure the percentages of total giving Independent Sector and The Foundation Center estimate those sources contribute to religion. Independent Sector and *Giving USA* estimates of giving to religion differ, sometimes significantly. The difference, which is not surprising considering the different methodologies, arises primarily from the differing estimates of giving by individuals. The AAFRC Trust for Philanthropy, Independent Sector, and other research organizations regularly discuss methodology with a view toward identifying the sources of variability among estimates and improving the data that are available to researchers and practitioners.

In addition to noting the difficulties inherent in estimating giving to religion, another matter worthy of attention is the purpose of gifts to religious institutions. In the late 1980s just over half the expenditures of religious institutions were allocated to sacramental or evangelical functions. The rest were used to provide services in the areas of health, human services and education. To a lesser degree, religious institutions also supported programs in the arts, environment, and international affairs. So, even if we know how much is donated to religious institutions, we still may not know how much is given for religious purposes, per se.

A notable example of this phenomenon occurred between 1960-1972, when donations to parochial elementary schools declined after a period of growth. Though the dollar amount of giving to religion increased during those years, gross national product increased faster, so that giving to religion as a percent of gross national product actually declined. More than one-third of the decline in religious giving of that period is due to the decline in giving to parochial schools. This is complicated by the fact that church membership may be positively influenced by the enrollment of one's children in Catholic schools. That is, though young adults may stop attending church regularly at a point in their lives, they may return to it if their children enter Catholic school.

In conclusion, it is difficult to answer the question, "How much money did Americans give to religion?" It depends first of all on what we mean by "to religion," and then it depends upon from what direction we approach the estimate. Finally, it depends upon the reliability and validity of elusive

Giving as a Percent of Income To Religious and Other Charities (1989)



Source: Independent Sectur
Giving & Volunteering in the United States
1990 Edition

data. ~~We might~~ also want to value time volunteered to religious organizations, since such donations are sizable. No matter what we decide, it is unlikely that a single number can capture the complexity and diversity of activity of religious institutions. Nonetheless, there is a lot we do know about religious giving and membership, and the body of knowledge is growing. In

1991, for example, Independent Sector received a $177,000 grant from the Lilly Endowment for a survey of the finances and voluntary services activities of religious congregations. That survey will contribute to the body of research. This chapter on giving to religion explores other research in the field.

Princeton Religion Research Center Reports on the Role of Religion in 1991[6]

According to the Princeton Religion Research Center (PRRC), the number of Americans who say religion is very important in their lives was higher in 1991 than it has been in over ten years. A study conducted for PRRC by the Gallup Organization indicated that 58% of the American public feels religion is very important. Despite this, the percent of people who are members of a church or synagogue has not increased appreciably over the past decade. Congregational membership has varied considerably, though it increased three percent — to 68% — between 1990-1991.

The PRRC also said that recessions neither encourage nor discourage church attendance. Over the past four decades there have been nine recessions, but attendance has not varied significantly during those years. In fact, neither personal nor national economics appear to influence church attendance. Not only do recessions have no discernible impact on attendance, income also does not affect attendance.

While PRRC did not estimate giving to religion, giving is related to church membership. For example, in the 1990 edition of Independent Sector's *Giving and Volunteering in the United States*, contributions to religion are significantly higher among members than among non-members, as one might expect. In 1989, the last year for which Independent Sector data are available, 6% of non-members and 14% of members gave to religious institutions or organizations. Members of religious congregations were also more likely to contribute to either religion or other charities than non-members. Sixty-three percent of non-members and 80% of members contributed to religion or other causes in 1989.

The Independent Sector data also

Religious Affiliation in the United States[7]

Protestant	64%
Methodist	11%
Southern Baptist	10%
Other Baptist	9%
Lutheran	8%
Presbyterian	7%
Episcopalian	2%
Other or unspecified	17%
Roman Catholic	28%
Jewish	2%
Orthodox Church	1%
Mormon	1%
Other (includes Muslim, Buddhist)	4%

Source: Princeton Religion Research Center show a relationship between religious belief and generosity. Persons who attend church regularly or see religious beliefs as important or motivating forces in their lives are more likely to be generous givers — to give more than 3% of their income — than non-givers.[7]

Estimates of religious membership by Independent Sector and PRRC are similar. The estimates differ by only one percentage point for 1989. They differ by four percentage points for 1987.

Giving to Churches

Contributions to American churches amounted to approximately $42.67 billion in 1989, according to *The Yearbook of American and Canadian Churches 1991* (YACC). The *YACC* estimates that it captures forty percent of church giving in its surveys, and totalled contributions amounting to $17,068,145,939 from fifty large communions in the United States.[8]

Giving to Televangelists

The top thirteen televangelists raised approximately $649 million in 1986.[9] In that year, giving to religion reported by *Giving USA* was estimated at $41.68 billion. Thus, giving to televangelists represents a very small proportion of the total amount contributed to religion. Furthermore, it is likely that since 1986 televangelists have reaped even smaller amounts. Of the four televangelists with the highest incomes, two reported sharp declines between 1986-1988, and the others reported declining income between 1986-1987 but had no available data for 1988.[10]

It may be that exposure of fraud by a prominent televangelist had a chilling effect on contributions to other televangelists, even though they were not implicated in fraud, themselves.

Lilly Endowment Programs in Religion

Foundations which support programs in religion frequently support churches, congregations or dioceses via grants that enable these groups to pursue their missions. Grants range from general support to those for the purchase of equipment or buildings to underwriting the evangelical or charity work of nuns, priests, and other persons affiliated with houses of worship.

In contrast, the Lilly Endowment, one of the largest foundations funding religion, primarily supports programs related to the understanding, study, and advancement of religion. Though some of its grants go to individual parishes, most do not.

A major work funded by the Lilly Endowment was *The Directory of African-American Religious Bodies*. Howard University School of Divinity published the first comprehensive directory of religious organizations with significant African-American and other non-majority group membership. The Directory includes houses of worship, but it mostly lists councils, committees, caucuses and other groups that represent churches and other religious entities. The Directory represents part of an ongoing effort by the Lilly Endowment to expand knowledge in the area of religion.[11]

Other recipients of Lilly religion grants include:

- **Yale University:** to study the role of religious institutions within the nonprofit sector; for continuation of scholarly dialogue regarding significance of arts in both church life and theological education;
- **Catholic University of America:** for a study of women's religious and intellectual life;
- **Brandeis University:** to research synagogue membership patterns;
- **Princeton University:** for documentary history of African-American religion;
- **Leadership Council Foundation:** for a study of business leaders who seek to carry their religious values into the workplace; and
- **Independent Sector:** for a national survey of finances and voluntary-service activities of congregations.[12]

The Religion Division of the Lilly Endowment funded about three hundred grants in 1991. The Endowment funds research and leadership education, and it "convened a variety of scholars and religious leaders to encourage continuing conversation about mutual challenges."[13]

The Endowment has nine program areas in religion. Thus, by concentrating on research, communication, and leadership in diverse aspects of religion in America, Lilly plays an important role in advancing the understanding of religion. Since religion is the major recipient of philanthropic contributions, and since participation in religious communities is so vitally related to other aspects of philanthropy, we need to know much more about religious communities and giving to religion if we are to understand the motivations for giving in America.

Studies of Jewish Giving Presented at Conference on Trends in Jewish Philanthropy

In December 1991, the American Jewish Committee, Brandeis University, and the United Jewish Appeal sponsored a conference on trends in Jewish philanthropy. Two of the papers drew attention from conference participants because their conclusions diverge from common wisdom about Jewish donors. Dr. Gary A. Tobin's paper, "A Profile of Major Donors' Attitudes and Behaviors in Jewish Philanthropy," was delivered at the conference and excerpted in the Fall 1991 edition of the National Society of Fund Raising Executives' *Journal*.

The paper describes the results of a study of major Jewish donors and concludes that the factors which motivate Jewish giving are similar to motivators for the general public. In general, Jewish philanthropists are motivated by feelings of moral or ethical obligation, which may, but do not necessarily, take the form of a religious conviction.

Cultivating major Jewish donors is not inherently different from raising large gifts from other wealthy Americans. Like other donors, Jews give to both religious and other causes. They also prefer personal contact to mail solicitation; they like to know how their money is being used and what results have been achieved, and they give more when they are personally involved in an organization's programs. Thus, the connection between giving and volunteering, elucidated by the Independent Sector in its 1990 *Giving and Volunteering in the United States*, applies to Jews in the same way that it applies to the rest of the population.

Another paper, presented at the conference but not yet published was "Current Philanthropic Patterns of American Jews," presented by Dr. Gabriel Berger. The paper drew attention at the conference for its conclusions about Jewish donors. Berger cited Ritterband and Silberstein:

> One of the truisms of the philanthropic enterprise is that Jews are generous, that Jews are more likely to give, and that Jews give more.

Berger then commented on this statement:

> I think that one of the foundations of the "common wisdom" on American Jewish philanthropic behavior stems from a confusion between the behavior of the majority of American Jews and the behavior of the American Jewish wealthy.

He went on to explain preliminary results of his research which indicate that, like other Americans, the pattern of giving among wealthy Jewish individuals includes generous giving by some and low levels of giving by others. These activities are often averaged together, portraying a homogenous group of wealthy individuals who give moderate amounts to charity. In fact, some wealthy individuals give very little, and some give a great deal. Berger suggested that, though some Jews are extremely generous, Jewish persons in general do not give more than other people.

Summarizing both papers one could

say that giving among Jews is not sharply different from giving among other Americans. Many factors, particularly ethics and personal involvement, influence whether someone will make a voluntary charitable contribution. Income, however, remains a most important variable to look at to predict the amount of the gift. Finally, patterns of giving among the wealthy, regardless of religious background, vary widely.

Notes to Giving to Religion

1/ Conrad Teitell, ed., "The 3% Floor on Deductions," *Taxwise Giving*, August 1981, Old Greenwich, CT: Taxwise Giving, p. 4.

2/ Virginia Ann Hodgkinson and Murray S. Weitzman, *Dimensions of the Independent Sector: A Statistical Profile*, Third Edition, Washington, D.C.: Independent Sector, 1989, p. 193.

3/ Ralph L. Nelson, "Private Giving in the American Economy, 1960-1972," *Research Papers Sponsored by The Commission on Private Philanthropy and Public Needs: Volume I History, Trends, and Current Magnitudes*, Washington, D.C.: U.S. Department of the Treasury, 1977, pp. 124-125.

4/ Information in this section is from "PRRC Emerging Trends," March 1992, vol. 14, no. 3, Princeton Religion Research Center. The publication, *Religion in America 1992*, summarizes final 1991 Gallup data in greater detail.

5/ Virginia A. Hodgkinson and Murray S. Weitzman, *Giving and Volunteering in the United States*, 1990 Edition, Washington, D.C.: Independent Sector, 1990, p. 39.

6/ *ibid.*, p. 193.

7/ "PRRC Emerging Trends," May 1992, vol. 14, no. 5, Princeton Religion Research Center, p. 1.

8/ Constant H. Jaquet, Jr., and Alice M. Jones, eds., *Yearbook of American & Canadian Churches 1991*, Nashville: Abingdon Press, 1991, pp. 278, 280.

9/ "*Christianity Today* Surveys the Top TV Preachers," *Christianity Today*, October 1987, pp. 48-49; and Randy Frame, et al., "Surviving the Slump," *Christianity Today*, February 3, 1989, p. 34. As cited in "The State of Church Giving through 1989: Revised," v. 103; r. 1028, by John L. Ronsvalle & Sylvia Ronsvalle, Champaign, IL: empty tomb, inc., 1991, p. 30.

10/ Ronsvalle & Ronsvalle, op. cit.

11/ Wardell J. Payne, ed., *Directory of African-American Religious Bodies*, Washington, D.C.: Howard University Press, 1991.

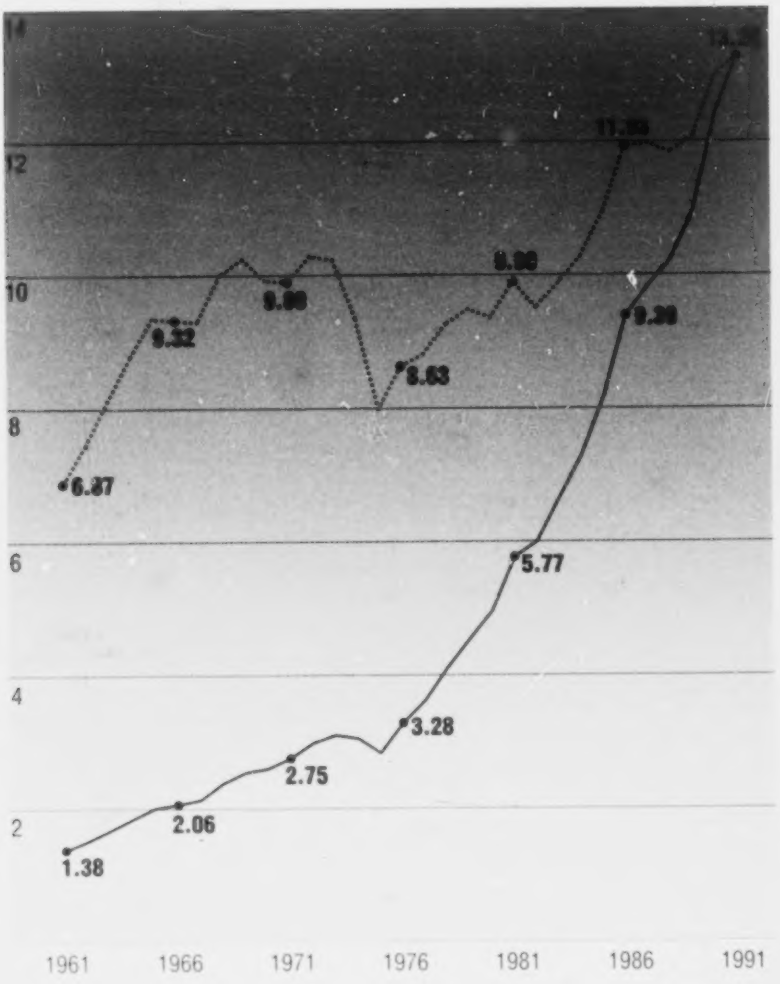
12/ Ruth Kovacs, ed., *Foundation Grants Index 1992*, New York: The Foundation Center, 1991, pp. 1088-90. (Grants were made in 1990; some grants are for more than one year.)

13/ *Lilly Endowment Annual Report 1991*, The Lilly Endowment, 1992.

Giving to Education

Giving to Education 1961–1991
(Current vs 1991 Dollars)

($ in Billions)



Giving to Education 1980-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1980	$4.96	$ 9.36	**1986**	9.39	11.93
1981	5.77	9.90	**1987**	9.84	11.97
1982	6.00	9.51	**1988**	10.23	11.84
1983	6.65	9.87	**1989**	10.95	12.07
1984	7.29	10.28	**1990**	12.41	12.99
1985	8.17	10.94	**1991**	13.28	13.28

Contributions to schools, universities, libraries, and other educational institutions are estimated to have reached $13.28 billion in 1991. This represents an increase of 7% (2.2% in constant terms). Though giving to the nation's colleges and universities in the 1990-1991 fiscal year (ending June 30) did not keep pace with inflation, according to the Council for Aid to Education, the 1991 calendar year was stronger from a contributions standpoint. November and December of the 1990-1991 fiscal year were not good months for the stock market. In contrast, November and December of 1991 showed large increases over those months in 1990. Stock market performance toward the end of the year is an important factor in predicting individual giving, because many individuals wait until these months to make giving decisions and base those decisions upon the return on their investments for the calendar year. Also, the recession officially began to ease in the spring of 1991, but recovery faltered. By fall, it was clearer that the economy was slowly recovering, even though the impact of recovery had not reached a broad spectrum of the population. Concerns about the economy which may have affected giving earlier in the year were tempered late in 1991. Thus, the gain for education in the calendar year probably reflects modest gains in the first half of the year and stronger gains in the second half. Gifts to education represented 10.7% of total giving in 1991, approximately the same proportion they represented in 1990.

Organizations surveyed by the Council for Aid to Education and other organizations included in the education chapter fall under category B of the National Taxonomy of Exempt Entities. (See Appendix D.)

Women Give More to Their Alma Maters than Previously Thought

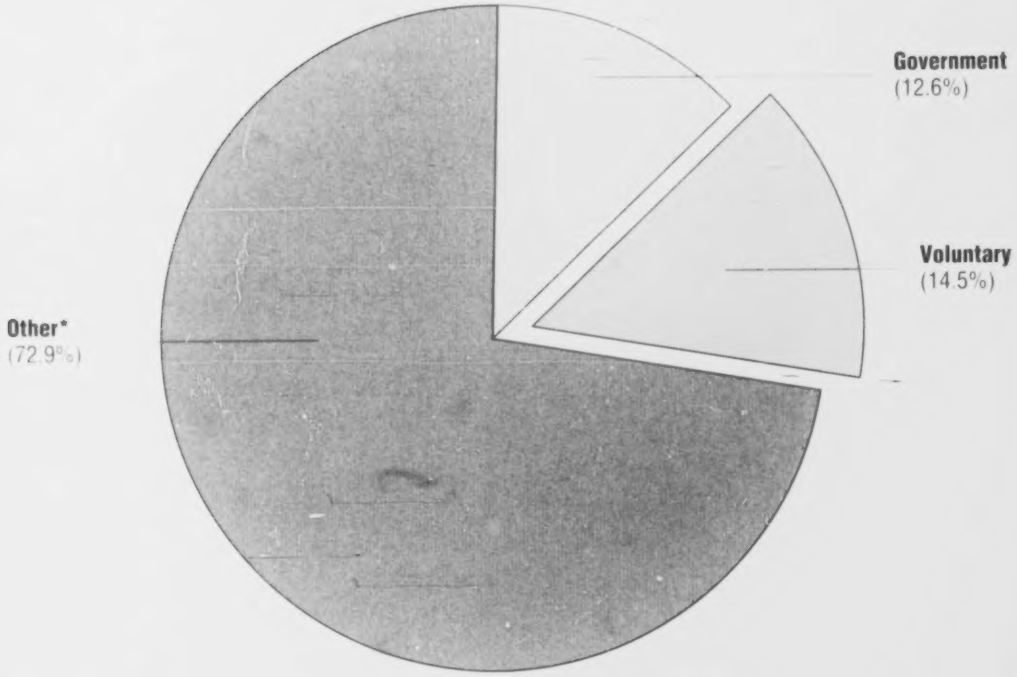
One of the longstanding assumptions about giving to colleges and universities — that graduates of women's colleges are not as generous to their alma maters as are their male counterparts — has been shown to be inaccurate. When the Council for Aid to Education released its figures for the 1989-1990 fiscal year, the AAFRC Trust for Philanthropy paired eight women's colleges with eight institutions that graduated only men or became coed in the last twenty years. An effort was made to pair colleges from the same region with a similar range of entering student SAT scores.

An assumption of the in-house study was that most graduates who are now entering the prime-giving age range of 35-64 would have attended the coed institutions when they enrolled only men. Thus, the university would still be relying on a

Sources of Revenue

As illustrated in the figure below, in 1987, the most recent year for which data are available, it is estimated that education organizations derived approximately 15% of their revenue from voluntary gifts.

Revenue by Source (Circa 1987)
Education



*Other includes:

Program Service Revenue	57.0%	**Other Investment Income**	0.4%
Dues & Assessments	0.7%	**Gain on Sale of Assets**	3.1%
Interest	1.8%	**Net Income from Fund Raising**	0.2%
Dividends	4.5%	**Net Income From Sales**	0.9%
Net Rental	0.2%	**Other Revenue**	0.4%

Source: Independent Sector
Nonprofit Almanac 1992-1993
Note: Percentages incorporate computer rounding.

pool of predominantly male alumni donors. The AAFRC Trust for Philanthropy's study, though not conclusive, suggested that the amount raised per student via graduates of women's colleges might be higher than — in some cases double — that at the coed or previously men's colleges. Parents of graduates also tended to give more to women's colleges.

In February 1992, *The New York Times* reported on the same Council for Aid to Education data and drew similar conclusions about alumnae giving. When colleges and universities are ranked according to the amount donated by alumni per current student enrolled, there are five women's colleges in the top eleven colleges on the list. Moreover, on this list, Wellesley and Bryn Mawr, both women's colleges, rank first and third, respectively. The numbers illustrate what fund raisers have known for years about giving by women graduates, said the *Times*.[1]

The news about alumnae giving is particularly noteworthy because colleges derive most of their voluntary contributions from individuals, with an emphasis on alumni. Moreover, by the year 2002, 56% of college students are expected to be women; in 1991 women represented 54% of all students.[2]

However, other trends in the Council for Aid to Education numbers are less encouraging from the point of view of women's colleges. While women's colleges raise more alumnae support, they attract less corporate support. For example, first-ranked Wellesley's alumni support was $10,373 per student capita, but its corporate support in 1990 amounted to $478 per student capita. By contrast, Williams, which raised $5,841 per student capita in alumni support, and thus ranked tenth in alumni support, garnered $683 per student capita in corporate support.

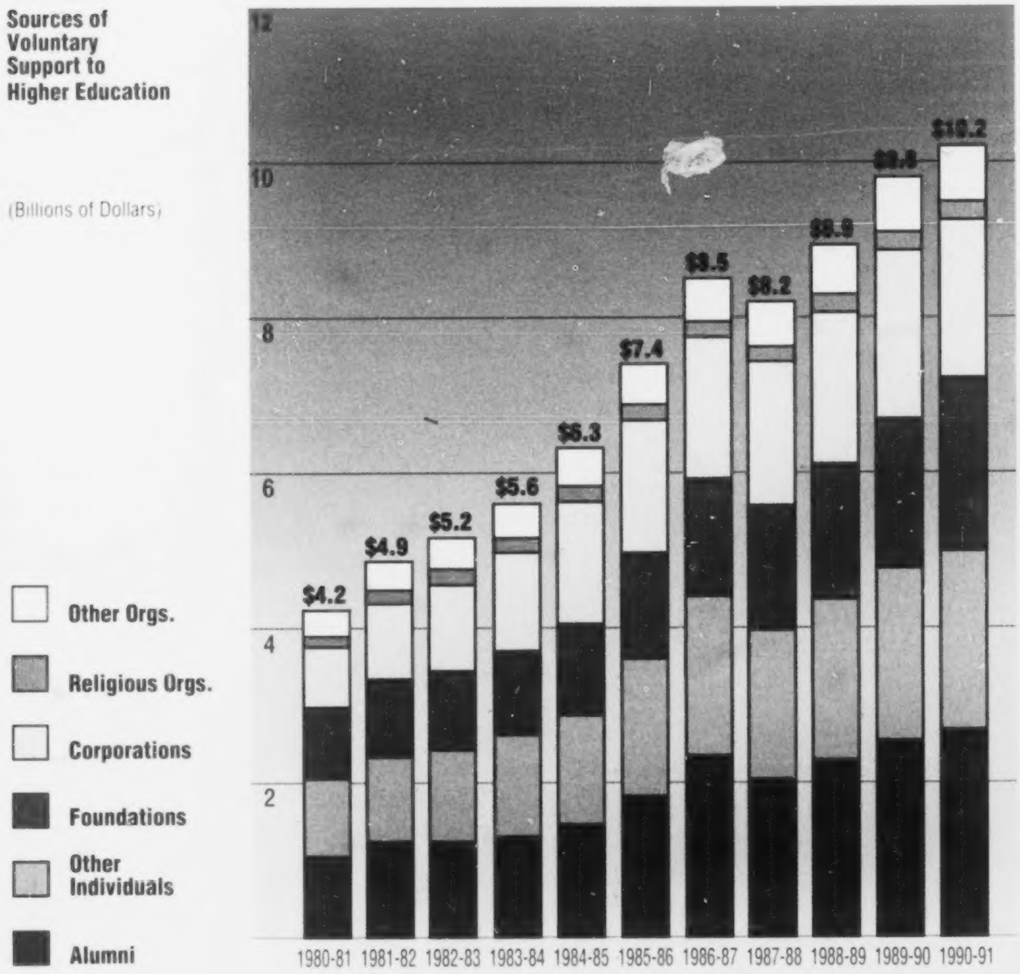
The Council for Aid to Education is currently sponsoring a comprehensive study of giving to women's colleges and expects to have results in 1992. The study will provide more complex and scientific analyses of the data.

Minority Enrollment at Institutions of Higher Education

The percentage of Hispanic and Asian or Pacific Islander students attending college has been increasing steadily since 1980. This contrasts with lower percentages of both white and black students. The rate of increase applies to both two- and four-year institutions. The increase among Hispanic students is nearly equal at two- and four-year institutions. Among Asian or Pacific Islander students, the rate has been faster at four- than two-year institutions.[3] The increases noted here are small, and they will

Sources of Voluntary Aid to Higher Education

The figure below breaks down voluntary giving to institutions of higher education into its components.



not significantly affect the composition of alumni for several years.

Increase in College Enrollment Over Next Decade

By the year 2002, the number of students attending college is likely to increase by 13%, to reach a total enrollment of 16 million. The growth is attributed to both the increasing proportion of the population who will attend college and the increase in the number of college-age Americans.[4]

Not only will there probably be more college students by the end of the decade, but more of them will be women and persons of color. The typical college student may also be older than today. Today, 19% of college students are over age 35; by 2002, 23% are expected to be in this age range. The increase is expected to be offset by a decrease in students aged 25-35, but there is no predicted change in the percentage of younger students.[5]

Endowments

Harvard University has the largest endowment among private institutions of higher education ($4.7 billion), and the University of Texas System is the highest endowed public institution ($3.4 billion), according to the most recent NACUBO endowment study. Indiana University of Pennsylvania, part of the Pennsylvania State system, had the lowest reported endowment ($2.1 million). Thirteen of the 295 surveyed institutions had endowments of more than $1 billion. Thirty institutions reported endowments below $10 million.

The figures on the value of endowments show well-known institutions ranking at or near the top of the list. However, when one accounts for the enrollment of the institutions, by calculating the enrollment dollars per student, less well-known, smaller institutions assume higher ranks.

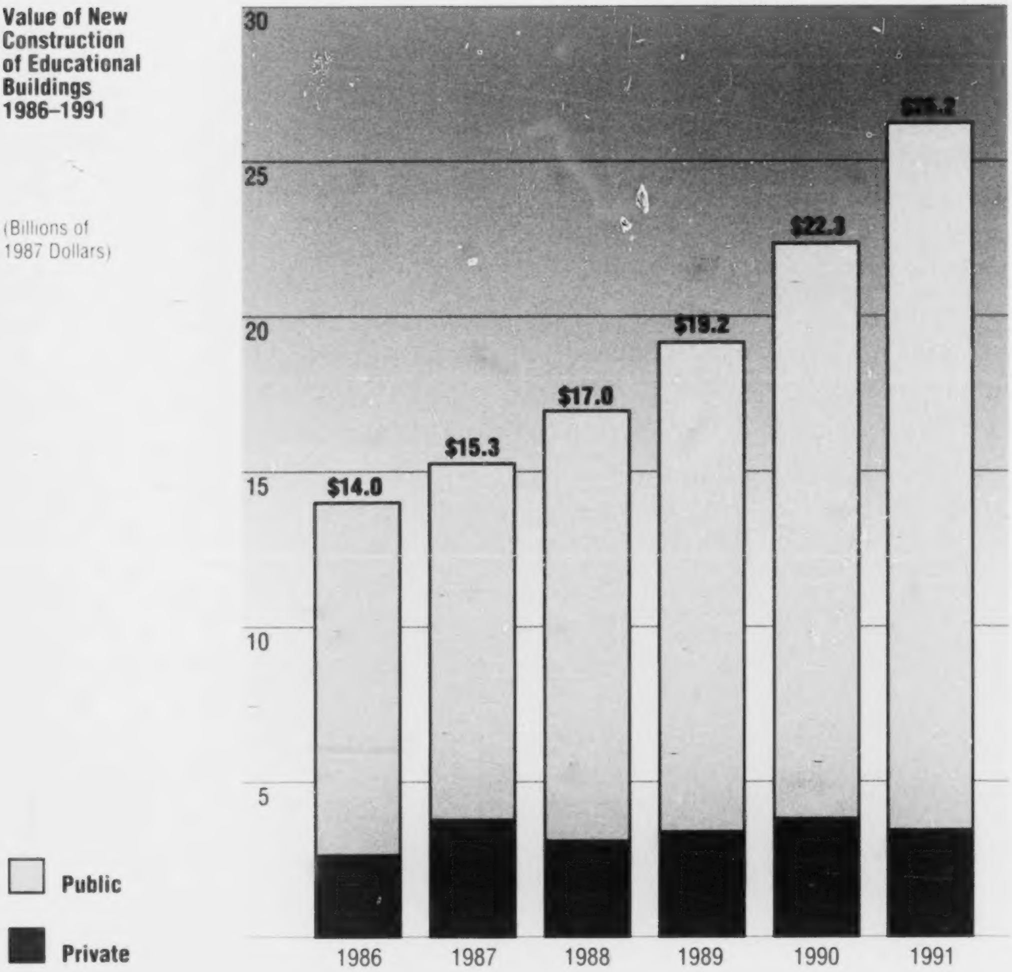
Adjusted for inflation using the Higher Education Price Index, endowment assets have grown on the average by six percent annually for the past thirteen years. This rate of increase surpasses that of previous decades and has been attributed to the high rate of returns generated by stocks and bonds during the 1980s.[6]

California Institute of Technology to Build $93 Million Telescope

The W. M. Keck Foundation will donate up to $75 million for the construction of a $93 million telescope at California Institute of Technology. In 1985, the Keck Foundation contributed $70 million to C.I.T. for the construction of an observatory and another telescope. With the exception of a $100 million grant from the Danforth Foundation to the endowment of Washington University (St. Louis), the Keck grants to

Value of New Construction of Educational Buildings 1986–1991

(Billions of 1987 Dollars)



Source: U.S. Department of Commerce
"Value of New Construction Put in Place," January 1992.

California Institute of Technology for the construction of the observatory and telescopes are the largest foundation grants since 1973.[7]

The second telescope, called Keck II, is scheduled for completion in 1996. The first telescope, Keck I, is nearly complete, and the addition of Keck II will augment the power of both telescopes. The combined power of both telescopes will enable scientists to see galaxies which are so far away that light from them takes thirteen billion years to reach us.[8]

Notes to Giving to Education

1/ Fox Butterfield, "As for That Myth About How Much Alumnae Give," *The New York Times*, February 26, 1992, p. A1.

2/ Jean Evangelauf, "Enrollment Projections Revised Upward in New Government Analysis," *The Chronicle of Higher Education*, January 22, 1992, pp. 1, A36.

3/ Nancy Borkow Schantz, *Trends in Racial/Ethnic Enrollment in Higher Education: Fall 1980 through Fall 1990*, U.S. Dept. of Education, U.S. Department of Education, National Center for Education Statistics, Office of Educational Research and Improvement, January 1992.

4/ Jean Evangelauf, *op. cit.*

5/ *ibid.*

6/ *1991 NACUBO Endowment Study*, Washington, D.C.: The National Association of College and University Business Officers, 1992.

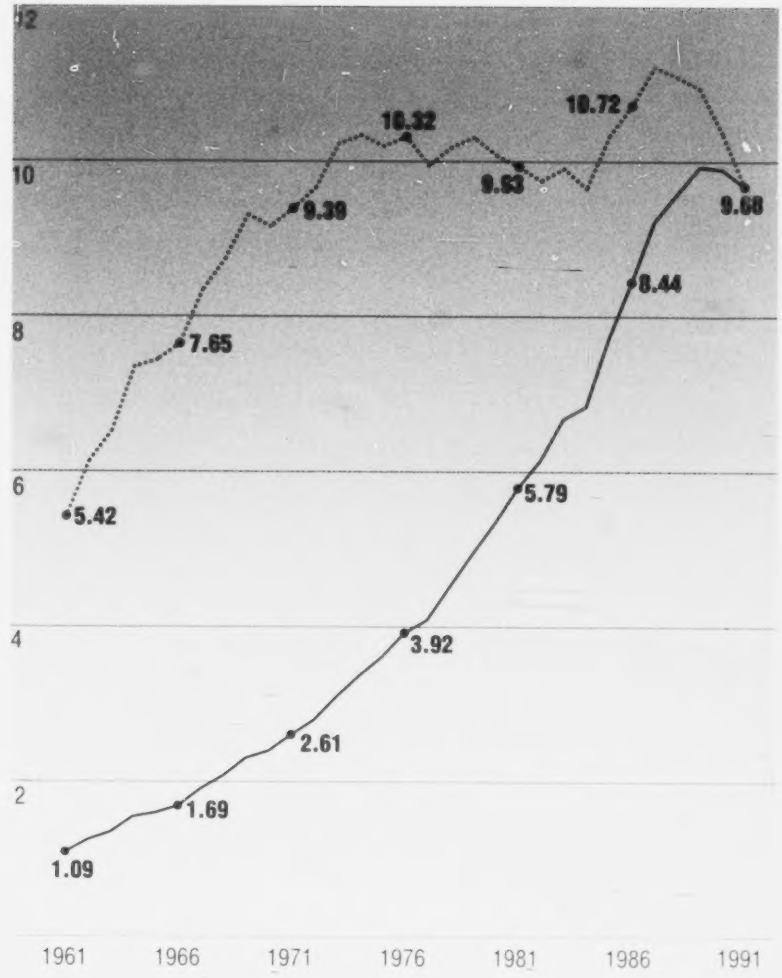
7/ Stephen G. Greene, "Keck Foundation Gives Caltech $75-Million for Hawaii Telescope," *The Chronicle of Philanthropy*, May 7, 1991, p. 9.

8/ *ibid.*

Giving to Health

Giving to Health 1961–1991
(Current vs 1991 Dollars)

($ in Billions)



——— **Current $**
.... **1991 $**

Giving to Health 1980-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1980	$5.34	$10.08	**1986**	8.44	10.72
1981	5.79	9.93	**1987**	9.22	11.22
1982	6.15	9.75	**1988**	9.58	11.09
1983	6.68	9.91	**1989**	9.93	10.94
1984	6.84	9.65	**1990**	9.90	10.37
1985	7.72	10.33	**1991**	9.68	9.68

Giving to health-related organizations in 1991 decreased an estimated 2.3% (-6.7% in constant terms). Concurrently, service prices increased 4.6%, and health-care costs rose 7.9%.[1] However, the single estimate of giving to health belies considerable variability both among specific institutions and organizations and among types of recipients. Organizations other than hospitals experienced a rise in contributions that nearly kept pace with inflation. The increase of 4.6% to health-related organizations is contrasted by a decline of 5.5% in giving to nonprofit hospitals.

The decline in giving to hospitals also includes significant variation. Cash giving to hospitals declined more than total giving. The 5.5% decline in cash gifts represents a 20% decline in grants from corporations and foundations that was offset somewhat by an 11% increase in giving from individuals. One result of the pattern of giving is that community hospitals fared better than other hospitals because they derive relatively more of their income from individual gifts than do other types of hospitals.[2]

In real dollars, giving to health has slowed annually since 1986 and has declined since 1988. Overall growth in 1991 was slow, and health-related organizations suffered from that general trend. Among the factors which may have contributed to the decline in giving to health are the rising costs of health care and health insurance. It has been suggested, but not proven, that as Americans shoulder more and more of their own health-care costs, they are less likely to give voluntarily to hospitals because they may not perceive them to be in need of funds. Also, corporate managers, who must allocate increasing shares of their annual budgets to employee health insurance, may share that perception, and this would affect corporate giving to health. In addition, some foundations that contribute to health, have shifted priorities from research, which would go to hospitals and universities, to the public policy arena.

Organizations included in the chapter on health fall under categories E, F, G, and H of the National Taxonomy of Exempt Entities. The survey of hospitals was done by the Association for Healthcare Philanthropy. Other health-related organizations were surveyed by the AAFRC Trust for Philanthropy. (See Appendix D.)

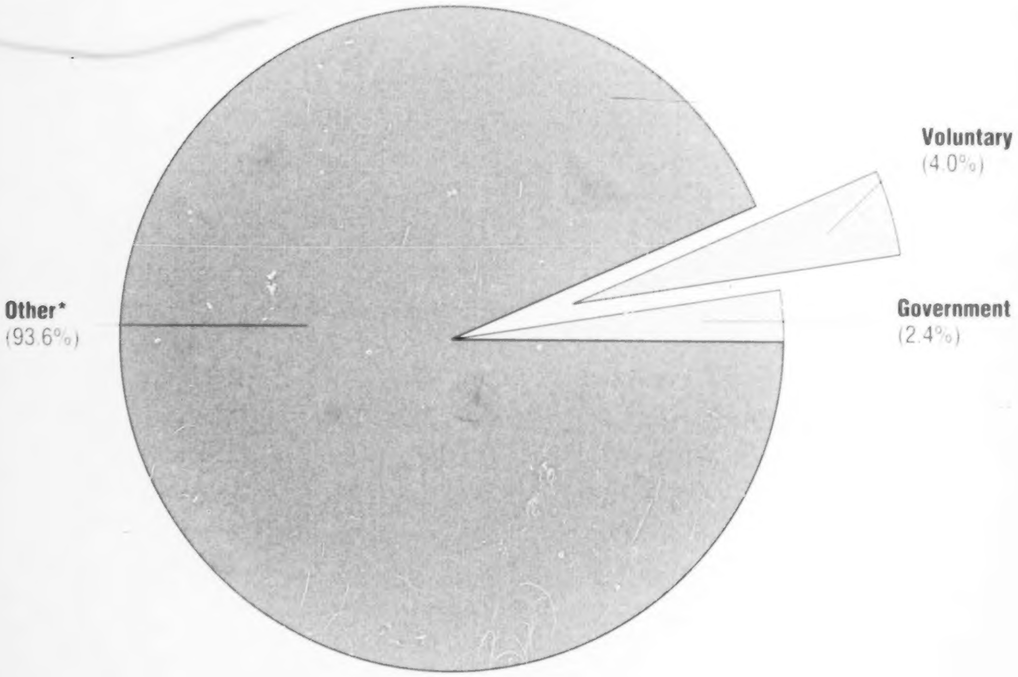
Two Major Health Foundations Adopt New Goals

The Robert Wood Johnson Foundation and The Henry J. Kaiser Family Foundation have changed the focus of their grantmaking programs to be consistent with goals they have established for the 1990s. In addressing

Sources of Revenue

As illustrated in the figure below, in 1987, the most recent year for which data are available, it is estimated that health organizations derived approximately 4% of their revenue from voluntary gifts.

Revenue by Source (Circa 1987)
Health



*Other includes:

Program Service Revenue**	86.3%	**Other Investment Income**	0.1%
Dues & Assessments	0.6%	**Gain on Sale of Assets**	0.6%
Interest	1.2%	**Net Income from Fund Raising**	0.1%
Dividends	1.0%	**Net Income From Sales**	1.7%
Net Rental	0.1%	**Other Revenue**	1.7%

**A substantial portion of program service revenue comes from government through payment from individuals using Medicare or Medicaid. This source of government funding from individuals to hospitals is not identified separately.

Source: Independent Sector
Nonprofit Almanac 1992-1993
Note: Percentages incorporate computer rounding.

health-care issues, both foundations will be working more closely with government because they see health-care initiatives increasingly becoming the province of government rather than the private sector.

The Robert Wood Johnson Foundation's president, Dr. Steven A. Schroeder, commented in the foundation's 1990 annual report, "Medicine's unparalleled scientific progress during the past two decades must — *must* — be matched by progress in the social institutions that deliver the benefits of that science." The foundation's Board of Directors said the foundation would address its mission "To improve the health and health care of Americans" by helping "the nation and its health care system identify and pursue new opportunities to address persistent health problems and to anticipate and respond to significant emerging problems." The Board outlined the foundation's three new goals: to assure that Americans of all ages have access to basic health care; to improve the way services are organized and provided to people with chronic health conditions; to promote health and prevent disease by reducing harm caused by substance abuse.

To achieve these goals, the foundation will pursue a grantmaking strategy which will address financial and social problems associated with health-care delivery. Specifically, it will try to stimulate the national debate on restructuring health-care financing and expand Americans' access to health insurance. Second, it will try to affect the location and supply of primary care providers. Finally, it will assist communities so that they may address health issues particular to their populations.

The Robert Wood Johnson Foundation is in a good position to embark on this challenging agenda because its assets have been growing dramatically in recent years. In 1988, the foundation had assets of $2.05 billion and paid grants of $87.5 million. Its current assets are $4.08 billion, and it paid out grants of $129.5 million in 1991.

The Henry J. Kaiser Family Foundation's agenda addresses health and health-care issues at the federal, state, and local levels as well as internationally. It funds health programs as close to home as the San Francisco Bay Area and as distant as South Africa.

Like the Robert Wood Johnson Foundation, the Kaiser Foundation has established three new programs upon which it will focus in the 1990s. These are the "Government and Health," "Poverty and Health," and "California Grants" programs. The Government and Health program seeks to assist the public sector to explore and implement essential changes in policy and management of the nation's health-care system at both the federal and state levels. In its publication. *New Program Directions*, the foundation explains the Poverty and Health program. The publication states, "By virtually any measure...there is a serious gap between the health of the disadvantaged and the health of the general population. The Poverty and Health program seeks to address this disparity." The California Grants program focuses upon improving health and health care in California.

The foundation will continue to emphasize its "More Minorities in the Health Professions" program. The goal of this program, which commenced in 1987, is to stimulate and support the entry of low-income minority students into health professions. Another important area of programming the foundation continues to address is the "Health and Development in South Africa" program which aims to "foster the development of an equitable national health-care system in that country."

The Kaiser Foundation has assets of $406 million and paid out grants in 1991 of $17 million. In 1990, Kaiser's assets were at $367 million, and it paid out grants of $20.5 million.

Health-Care Reform

Health-care reform is a salient topic in the news and in the nonprofit and government sectors. Most Americans agree that affordable, comprehensive health care is an essential need that is not being met in our country.

Estimates vary, but it is believed approximately 35 million Americans are uninsured, either by public programs or private companies. This number does not include those individuals who are called underinsured — whose insurance covers only part of their health-care costs.

To cover increasing health-care costs and remain competitive, insurance companies turn down more people who are considered high risks, and they are passing on cost increases to insured consumers in the form of higher premiums and deductibles and by limiting the scope of coverage. A result of these practices is that the population of insured persons has been divided into smaller and smaller pools, which prevents insurance mechanisms designed to spread risk among high and low-risk individuals from functioning.

One result of the change in insurance practices is that people have become acutely aware of increasing health-care costs, which are rising faster than other prices in the economy. The decline in gifts to hospitals may be attributed to some degree to the shift in donors' priorities from providing health services to researching health-care issues and public health policy.

A recent study by the U. S. General Accounting Office examined the health-care programs in France, Germany, and Japan.[7] Like the United States, these countries finance health care via multiple payers, have both private and public hospitals, and allow patients to choose physicians. However, unlike the United States, those nations examined in the study require individuals to enroll in an insurance plan, public or private, and the selected plan must cover a wide range of sick-care and well-care services. Insurers are heavily regulated in those countries, and reimbursement rates and health-care spending levels are regulated by government.

One result of the system in the three nations is that the vast majority of health insurance companies are nonprofits. In the United States, this is not the case.[9]

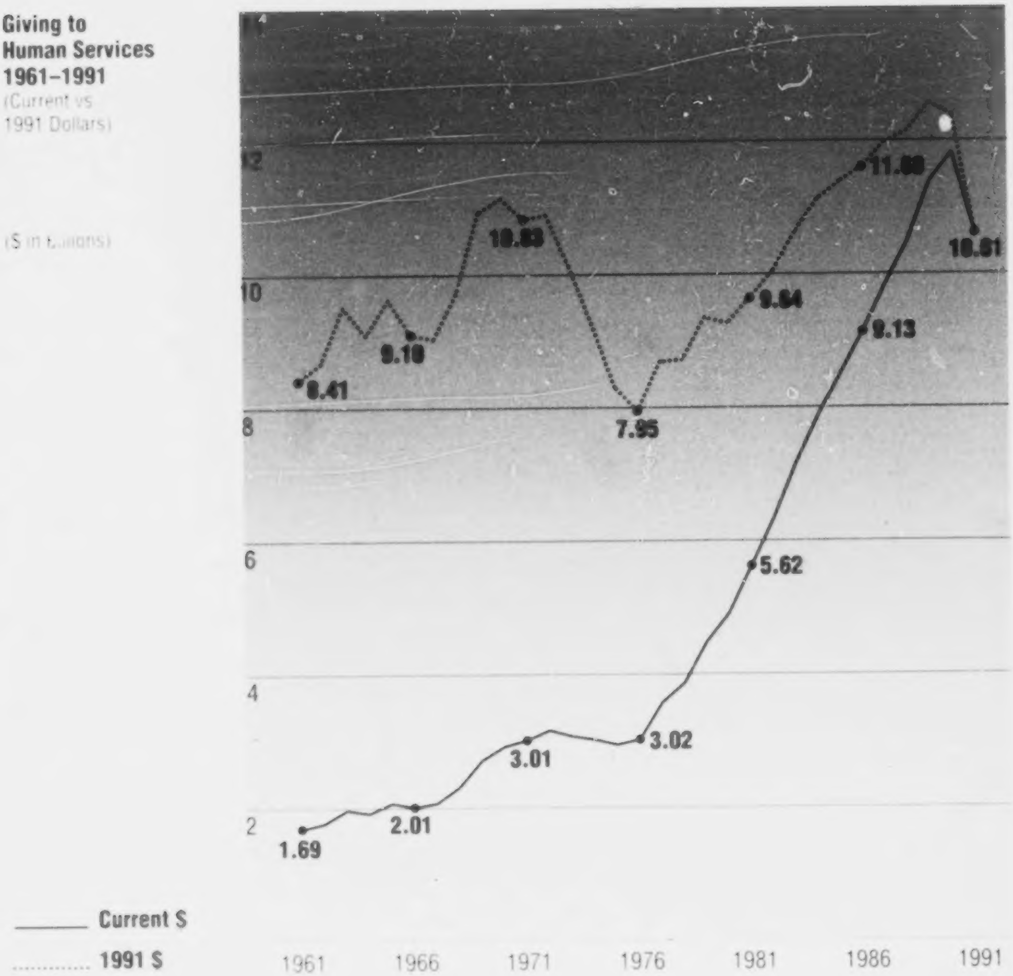
Notes to Giving to Health

1. *The Economic Report of the President*, 1992, p. 68.
2. Association for Healthcare Philanthropy, News Release, April 1992.
3. Anne Lowrey Bailey, "Foundations' Big Shift on Health," *The Chronicle of Philanthropy*, April 23, 1991, pp. 1 and 12.
4. Steven A. Schroeder, M.D., *Annual Report 1990*, Robert Wood Johnson Foundation, p. 17.
5. *ibid.*, p. 9.
6. Anne Lowrey Bailey, *op. cit.*, p. 12.
7. "Information for Grant Applicants: New Program Directions," Menlo Park: The Henry J. Kaiser Family Foundation, August 1991, p. 9.
8. U.S. General Accounting Office, *Health Care Spending Control: The Experience of France, Germany, and Japan*, Report to Congressional Requesters, November 1991.
9. Janet E. O'Keeffe, "Health Care Financing: How Much Reform is Needed?" *Issues in Science and Technology*, Spring 1992, vol. VIII, #3, pp. 42-50.

Giving to Human Services

Giving to Human Services 1961–1991
(Current vs 1991 Dollars)

($ in Billions)



Giving to Human Services 1980-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1980	$4.91	$ 9.26	**1986**	9.13	11.60
1981	5.62	9.64	**1987**	9.84	11.97
1982	6.33	10.03	**1988**	10.49	12.14
1983	7.16	10.62	**1989**	11.39	12.56
1984	7.88	11.11	**1990**	11.82	12.38
1985	8.50	11.38	**1991**	10.61	10.61

Giving to human service organizations fell to an estimated $10.61 billion in 1991. This represents a 10.2% decline (-14.3% in constant terms) from the estimate for 1990, and 1991 is the second consecutive year when donations to these groups did not keep pace with inflation. In 1991 dollars, giving to human service groups is now estimated at a level comparable to 1983. Gifts to human service groups amounted to 8.5% of total giving in 1991, down from approximately 10% of giving in 1990. In 1983, giving to human services amounted to over 11% of total giving.

Speculation about the cause of the decline varies among researchers and practitioners. Possibly, people concerned about human services began to direct their contributions to those nonprofits advocating policy changes. These groups are included in the public/society benefit category. Donations to those organizations grew rapidly in recent years, though they levelled off in 1991.

Alternatively, some people may have shifted their contributions to early childhood and secondary education programs believing that these programs may alleviate the need for human service programs later on. Others, viewing human services as a global need, may have shifted their contributions to international relief organizations.

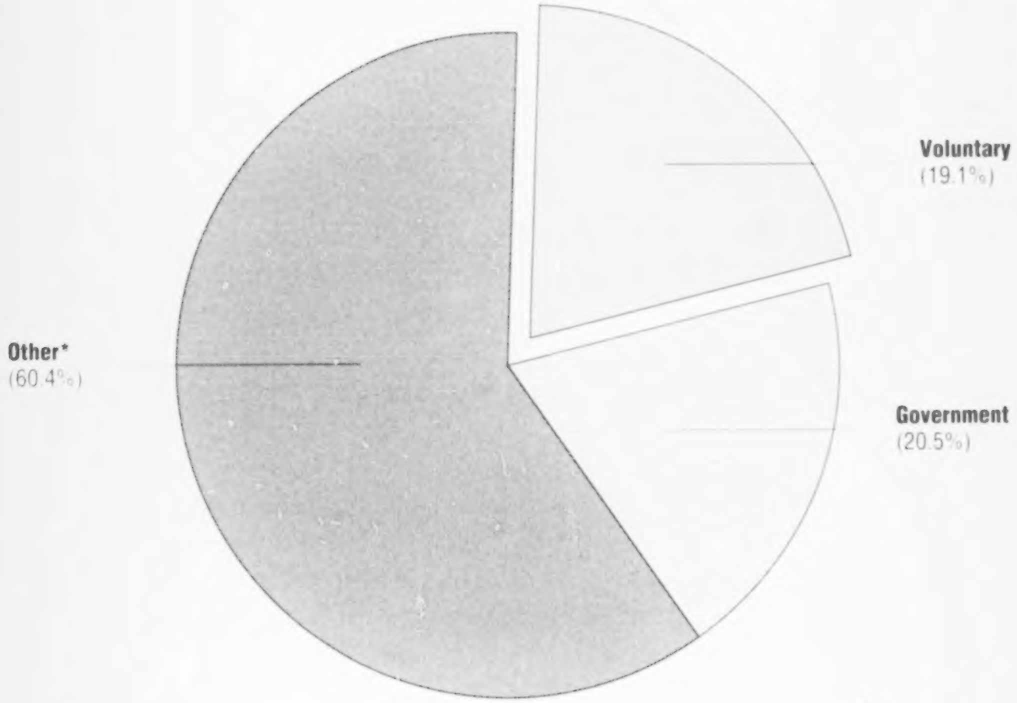
Another plausible explanation for the decline in giving to human service groups is that those in the prime-giving age range are more concerned about other causes, such as the environment, than about human services. Still others may feel contributions to religious organizations answer their concerns about human services, since religious entities do apply contributions to health and human services provision.

Yet another hypothesis about the shift is that human service organizations, which once embodied the term philanthropy, increasingly face competition for voluntary support from organizations in other sectors of the nonprofit economy. Not only were many human service organizations not equipped to compete for funds with increasing numbers of new, sophisticated nonprofits, they were especially unable to do so in 1991 because the need for their services increased so dramatically. Thus, at the very moment when human service groups most needed to focus their personnel on service provision, a competing need arose for fund raising. The effect of this phenomenon was heightened by the increasing numbers of groups soliciting donations in 1991 due to reductions in revenue from other sources, such as fees for services and federal, state, and local contracts.

Current research does not permit us to attribute the decline in giving to human services to any of these

Sources of Revenue

As illustrated in the figure below, in 1987, the most recent year for which data are available, it is estimated that human service organizations derived approximately 19% of their revenue from voluntary gifts.



Revenue by Source (Circa 1987)
Human Services

*Other includes:

Program Service Revenue**	46.0%	**Other Investment Income**	0.2%
Dues & Assessments	3.8%	**Gain on Sale of Assets**	1.4%
Interest	1.5%	**Net Income from Fund Raising**	1.6%
Dividends	1.8%	**Net Income From Sales**	1.1%
Net Rental	0.7%	**Other Revenue**	2.3%

**A substantial portion of program service revenue comes from government through contracts to provide services to other organizations. This source of government funding from contracts is not identified separately.

Source: Independent Sector
Nonprofit Almanac 1992-1993
Note: Percentages incorporate computer rounding.

phenomena in particular. However, they represent some of the theories advanced by nonprofit managers and researchers to explain the decline in human service donations.

Human services organizations fall under categories I, J, K, L, M, N, O, and P of the National Taxonomy of Exempt Entities. (See Appendix D.)

Demand for Human Services Increases During Recession

Even organizations that attracted more voluntary contributions this year than last may be struggling with reductions in other sources of revenue combined with increased demand for services. For example, the Salvation Army reported that, while income was up 16% in 1991, demand for services increased by 25%.[1]

Americans who were poor in the preceding decade became even poorer during the 1980s. While median family income is currently at a record high in the United States, average income for the poorest fifth of Americans declined during the 1980s. If one considers all payroll taxes, the wealthiest one percent of households experienced a 110 percent increase in after-tax income between 1977-1990; the poorest fifth of the population saw its after-tax income fall by fourteen percent over the same period.[2]

This decline in income was augmented by the recession. According to the Census Bureau, the number of Americans living in poverty in 1990 increased by 2.1 million. The number of Americans who are unemployed or underemployed increased by 2.7% from 1990-1991. The number who receive food stamps climbed by 2.5 million between 1990-1991, even as eligibility criteria for them tightened.[3]

The employment picture looked similarly bleak in 1991. The Conference Board's "Help-Wanted Index" fell in January 1991, leaving the volume of job layoffs at an elevated level. The Conference Board data indicate that, while the economy may be recovering, it is stabilizing at a low point. In 1982, the last recession, 4.2 million jobs were lost between June 1981 and January 1983. Between June 1990 and January 1992, 4.5 million jobs were lost. We lost 300,000 more jobs in this recession than in the last one even though unemployment figures are lower now than in 1982.[4]

Concurrently, most state governments, fighting total deficits of over $30 billion, cut benefits to the poorest citizens. According to the House Ways and Means Committee, between 1972-1991 the combination of AFDC payments and food stamps declined by 27% nationwide. In fiscal 1992, which began in July 1991, forty states cut or froze AFDC payments. In contrast, during the 1982 recession, only one state cut benefits, and twenty-five states raised them.[5]

It is not surprising, then, that human service groups in the nonprofit sector have experienced a surge in the amount of assistance demanded of them as more Americans fall into unemployment and find no safety net to see them through to their next job. At the same time, these organizations are finding their own programs threatened by government retrenchment as federal, state, and local governments grapple with revenue shortfalls.

Notes to Giving to Human Services

1/ Roberto Suro, "Rising Human Need Outstrips Giving," *The New York Times*, December 15, 1991, pp. A1, A34.

2/ Bruce L. Fisher and Robert S. McIntyre, eds., *Growth & Equity*, Washington, D.C.: Citizens for Tax Justice., 1991, p. 14.

3/ Jason DeParle, "Number of People in Poverty Shows Sharp Rise in 1990," *The New York Times*, September 27, 1991, pp. A1, B5.

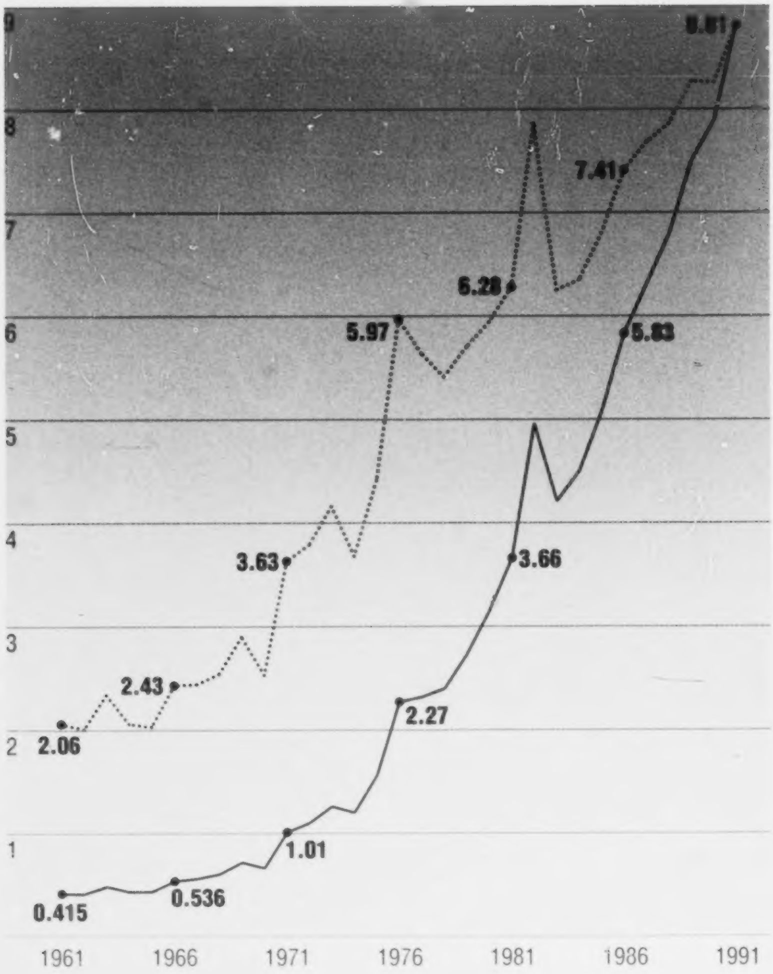
4/ Charles W. McMillon, "Facing the Economy's Grim Reality," *The New York Times*, February 23, 1992, p. A13.

5/ Isaac Shapiro and Steven D. Gold, et al., T*he States and the Poor: How Budget Decisions in 1991 Affected Low Income People*. Albany, NY: Center on Budget and Policy Priorities and Washington, D.C.: The Center for the Study of the States, December 1991, p. 15.

Giving to Arts, Culture, and Humanities

Giving to Arts, Culture, & Humanities 1961–1991
(Current vs. 1991 Dollars)

($ in Billions)



Giving to Arts, Culture, and Humanities 1980-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1980	$3.15	$5.94	**1986**	5.83	7.41
1981	3.66	6.28	**1987**	6.31	7.68
1982	4.96	7.86	**1988**	6.79	7.86
1983	4.21	6.25	**1989**	7.50	8.27
1984	4.50	6.35	**1990**	7.89	8.26
1985	5.08	6.80	**1991**	8.81	8.81

Giving to the arts, culture, and humanities increased to an estimated $8.8 billion. This represents an increase of 11.6% (6.6% in constant terms) over the 1990 estimate. Gifts to these organizations represented 7.1% of total 1991 giving, a slight increase over the 6.7% share they commanded the year before.

The estimated increase in giving to the arts reflects mixed activity within the sector. Giving to dance is estimated to have declined. Giving to nonprofit theaters in the aggregate kept pace with inflation. Giving to public broadcasting also increased at a level even with inflation. Giving to opera and symphony orchestras showed increases which outpaced inflation. However, the magnitude of the surge in giving to the arts in 1991 is primarily due to an estimated increase of more than 30% to the nation's large art museums, which we discuss in more detail later in the chapter.

It is important to note that the increase in giving to art museums was probably concentrated in the largest art museums, which account for most of the revenue among museums. Also, many of the gifts were in the form of art, which does not represent a viable source of funding for current programs. Similarly, the increase in giving to theaters may have been concentrated in a small number of large theaters. Smaller theaters did not fare as well.

In the arts as elsewhere, it is important to understand that a few large organizations account for most of the revenue. Thus, increases in giving to these large organizations will result in aggregate increases in estimates about the sector as a whole. Such increases, however, do not necessarily represent the smaller organizations' finances. These smaller organizations almost always outnumber the larger ones but even so account for far less of total revenue.

Organizations covered in the arts, culture, and humanities chapter fall under category A of the National Taxonomy of Exempt Entities. (See Appendix D.)

Giving to Art Museums Increases Dramatically; Tax Law Changes Anticipated

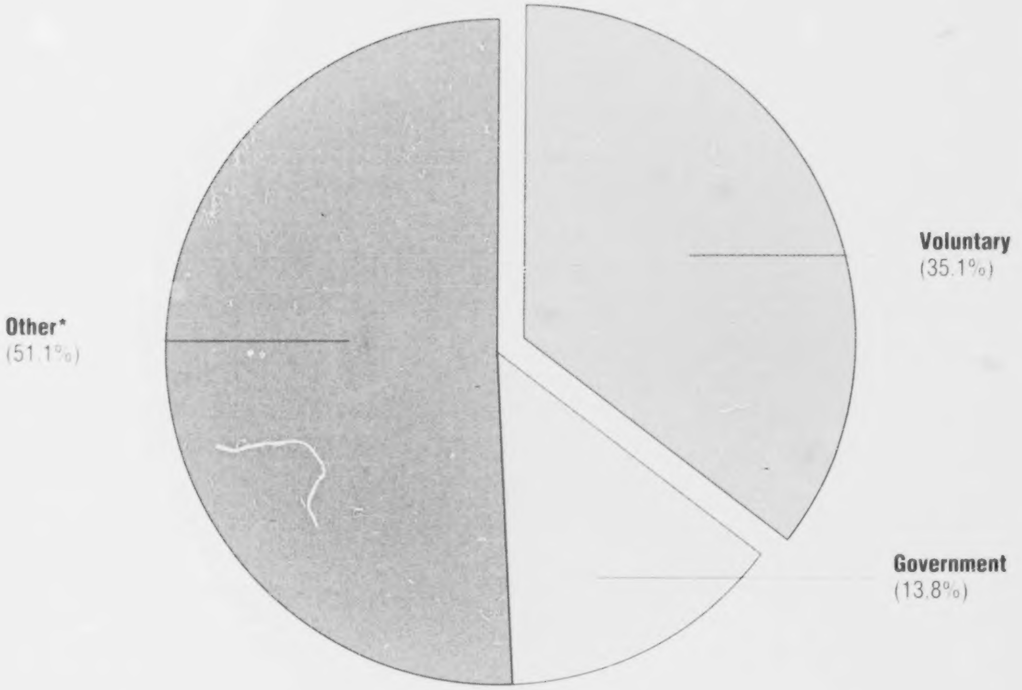
In 1991 the Metropolitan Museum of Art in New York City received nearly 600% more in gifts of art than it received in 1990. The Whitney Museum received so many gifts of art in 1991 that it delayed its new-acquisitions exhibit. This influx of gifts of art was reported across the country. Not only did museums receive more gifts of art in 1991 than in previous years, many of the gifts were termed "masterpieces." Both the quantity and the quality of donated art soared.[1]

In 1990 Federal tax law restored, for one year, the provision eliminated in the Tax Reform Act of 1986 which

Sources of Revenue

As illustrated in the figure below, in 1987, the most recent year for which data are available, it is estimated that arts, culture, and humanities organizations derived approximately 35% of their revenue from voluntary gifts.

Revenue by Source (Circa 1987)
Arts, Culture, & Humanities



*Other includes:

Program Service Revenue	26.6%	**Other Investment Income**	0.2%
Dues & Assessments	4.3%	**Gain on Sale of Assets**	3.1%
Interest	2.3%	**Net Income from Fund Raising**	1.0%
Dividends	4.6%	**Net Income From Sales**	4.7%
Net Rental	0.4%	**Other Revenue**	3.9%

Source: Independent Sector
Nonprofit Almanac 1992-1993
Note: Percentages incorporate computer rounding.

allowed wealthy individuals to deduct the full market value of gifts of tangible appreciated property on their tax returns. The year-long window was due to expire on January 1, 1992, but at the end of 1991 it was extended for the first six months of 1992. However, anticipating that the window would close, donors rushed to complete giving before the new year.

Some donors who had lent gifts of art to museums donated them in 1991, and others who had made provisions in their wills to donate art, instead made living gifts of the pieces.[2] Moreover, development officers and fund raisers took advantage of the anticipated change in tax law by including information about it with their solicitation material. They also stepped up fund-raising activity. Thus, the influx of gifts of property to art museums was due to both the donors' anticipation of tax law changes and the fact that museums made an extraordinary effort to solicit gifts.

The value of gifts of art must be established by an expert with no connection to the museum. Appraisers who overvalue gifts by more than 150% are subject to fines. These laws were adopted in 1984 when lawmakers believed overvaluation of gifts of art had become problematic.[3]

Money for Many Arts Organizations is Scarce

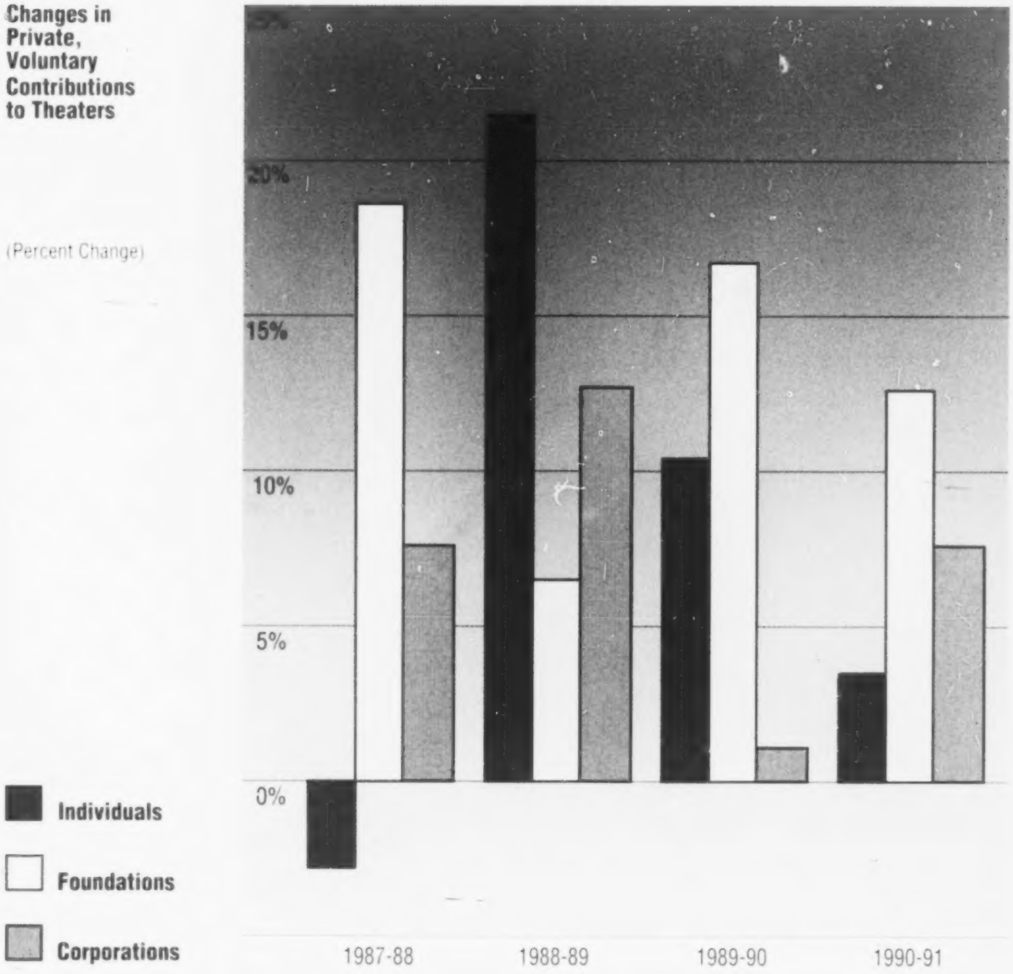
Both government and businesses are trying to control costs and battle the effects of the recession. Government and corporate funding for cultural programs are becoming increasingly scarce as a result. Compounding this, the ability of arts groups to earn income from ticket sales or entrance fees is compromised by declines in attendance.

The Business Committee for the Arts, a national, nonprofit organization of business leaders committed to encouraging and developing business alliances with the arts, reports that 57% of its members who responded to a recent survey decreased contributions to arts groups in 1991. The decrease, an average of 11%, was attributed to the economy, the companies' own finances, and a shift away from giving to the arts toward education and human services. Companies that gave less to the arts in 1991 pointed to declining corporate profits and a shift to other areas of need, such as human services, as causes for the decrease. This finding is particularly noteworthy because BCA surveys businesses who already have a firm commitment to the arts. The decrease in grants to the arts from other businesses may be even steeper.

Findings from The Conference Board's annual survey of corporations indicate that, at least until 1990, the percent of corporate giving going to the arts remained consistent and even grew slightly in recent years. However, corporate income measured in constant dollars, fell annually

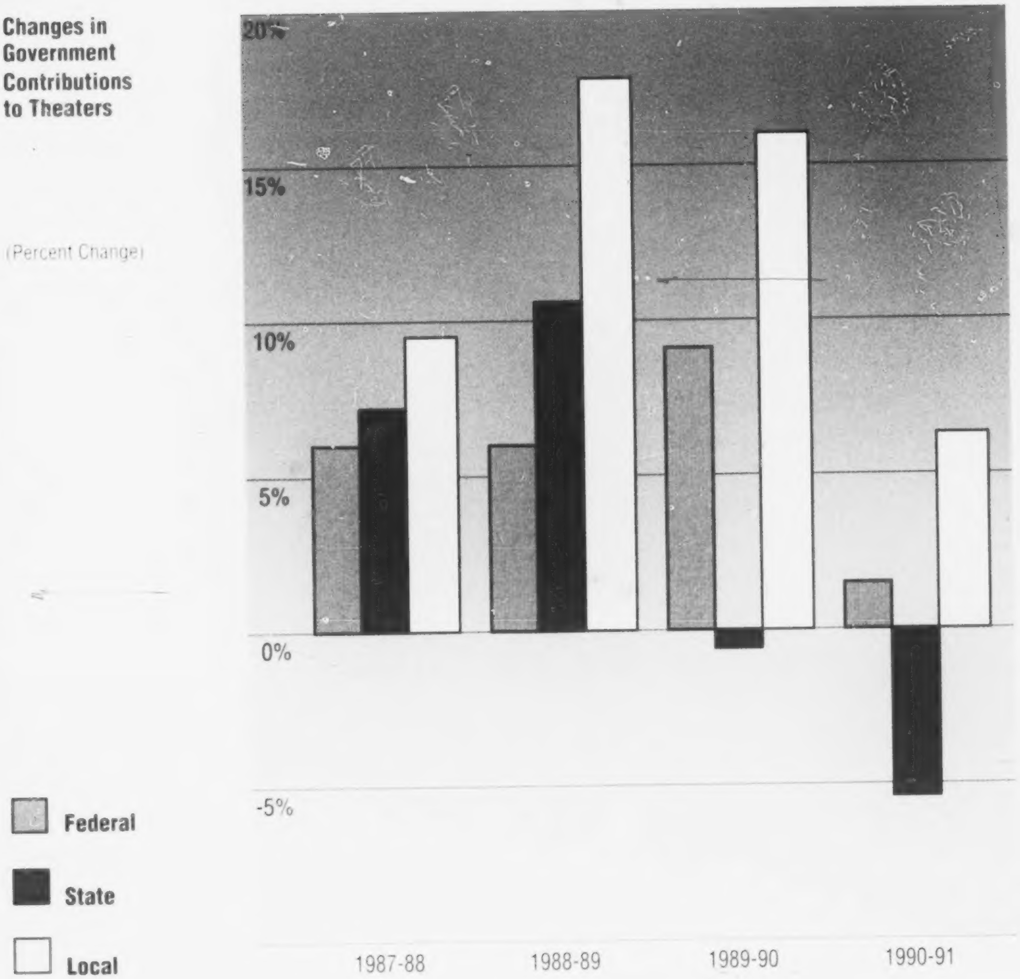
Changes in Private, Voluntary Contributions to Theaters

(Percent Change)



Source: Theater Communications Group, Inc. (represents a sample of theaters)

Changes in Government Contributions to Theaters



Source: Theater Communications Group, Inc. (represents a sample of theaters) between 1988-1990 both before and after taxes. At the same time, giving as a percent of both before- and after-tax income increased.

The Conference Board survey, which covers approximately 330 companies and captures about forty percent of corporate giving, revealed that in 1988, 11.2% of corporate giving went to the arts; in 1989 the amount decreased slightly to 11.1%; in 1990, the last year for which figures are available, 11.9% of corporate giving went to the arts. In fact, the 1990 share of corporate giving to the arts is as high or higher than any other year in the last ten years. If the Business Committee for the Arts reports are representative of the corporate sector overall, we would expect to see a declining share of corporate giving to the arts in next year's Conference Board report.

Even when funding was more stable, most of the funding that went to the arts went to a tiny group of organizations. When these large museums, symphonies, and theaters lost some of their funding, they could respond by paring down their programs. They could also appeal to the business community for more support because of their potential for visibility.

Retrenchment has a stronger effect upon small arts groups than upon their larger counterparts, and the effect upon these small organizations paints a different picture of what is happening in the arts economy than do aggregated figures that include the largest organizations. The median level of annual expenses for arts groups is about $93,000, whereas the average is $685,000.[4] That is, the arts community is composed of a few very large organizations, including the major art museums, and a great many smaller organizations with much lower budgets.

In response to decreased funding from the National Endowment for the Arts and state art agencies, arts groups have reached out with more frequency to the corporate community. Indeed, even though giving to the arts represents only a small part of corporate philanthropy, corporations donate more to the arts than does government.[5]

More important, business supports the arts for different reasons than does government, and corporate donations to the arts are, therefore, directed toward different kinds of arts programs. For example, government is more likely than the private sector to support the work of individual artists. Indeed, even in today's relatively conservative climate, government continues to fund some artists who are not in the mainstream.[6] If government continues to withdraw support for so-called avant garde programs and artists, corporations are unlikely to take up the slack.[7]

On the other hand, business support is almost indispensable for a major art exhibit or production. The level and concentration of expense required to develop a major exhibit or program are beyond the scope of government. Also, businesses are in the position to contribute in-kind support in the areas of public relations, advertising, and marketing. These are functions that are more well-developed in the private sector than in government.[8]

Where Can Arts Organizations Look for Donations?

Those who contribute to the arts tend to be wealthier than the average contributor to philanthropy. They also tend to give larger than average gifts. Thus, the individual gift may be worth pursuing with more vigor. Also, volunteerism exerts a powerful influence on individual gifts to the arts. Someone who volunteers for the arts gives nearly three times as much to the arts as someone who does not volunteer. The effect of volunteering is not this strong in any other area. Virginia Hodgkinson, vice president for research at Independent Sector and executive director of the National Center for Charitable Statistics, stressed that data suggest that to cultivate gifts to the arts, art programs should promote volunteerism.[9]

Who is Served by Arts Programs?

Survival of the arts is sometimes termed a concern of the wealthy or of an elite group of Americans. Yet arts programs and museums have a broad constituency which includes students of all ages and economic backgrounds as well as artists, themselves.

Additionally, consequences of the budgetary woes of small arts groups are not limited to the arts economy. For example, regional theaters employ more artists than do the larger commercial theaters, and almost half these theaters operated in the red in 1991.[10] According to a survey conducted by the Alliance of Resident Theaters/New York, a substantial number of the Alliances's 136 member theaters have cut their budgets significantly and expect to do so again in 1992.

In the case of New York City, and other large metropolitan areas, the arts not only provide many jobs, they also attract tourists and enhance the quality of life of permanent residents. Thus, the problems experienced by arts groups may be linked to broader difficulties in local economies. Transferring grants from the arts to other kinds of programs may be shortsighted when local economies depend upon a robust artistic community.

Lila Wallace-Reader's Digest Fund: Largest Private Donor to the Arts

The Lila Wallace-Reader's Digest Fund gave $32.7 million to the arts, including literature, parks, and gardens in 1991.[11] This was slightly more than it gave to the arts in 1990, and it was substantially more than it gave in previous years. In 1988 and 1989, the foundation gave approximately $5.5 million annually to the arts. The level of funding by the Lila Wallace-Reader's Digest Fund makes it the largest private donor to the arts.

The foundation funds a variety of performing and visual arts programs, both traditional and progressive. These range from the Whitney Museum of American Art and the American Ballet Theater to the El Teatro Campesino and the Dance Theater of Harlem.

The Lila Wallace-Reader's Digest Fund also supports the literary arts, providing funds to individual artists, the organizations with which they are affiliated, to literary magazines, and to presses. The stated goals are "to encourage new writing through direct assistance to writers; foster interactions between writers and readers; and/or strengthen the ability of literary presses and magazines to reach broader audiences for their publications."

Additionally, the foundation funded special programs related to poetry, a literary art that gets very little money from other sources. One project, *Streetfare Journal*, produced a series of posters combining original poetry and visual art that appeared in buses and subways in fifteen cities. A grant was made to the Library of America to support the publication of *American Poetry and Verse 1800-1900*, a two-volume anthology of poems by over one hundred American authors.

$1 Billion Bequest to Metropolitan Museum of Art

Walter H. Annenberg, publisher and founder of the Annenberg Foundation, bequeathed to the Metropolitan Museum of Art his collection of fifty-three paintings. Upon his death, the Metropolitan Museum will acquire one of the world's most valuable and coveted collections of impressionist and post-impressionist art. Mr. Annenberg was considering selling the collection, and he was offered $1 billion for it by a Japanese organization. So, the bequest not only represents a noteworthy addition to the Metropolitan Museum of Art, it also means that one of the nation's significant art treasures will remain in the United States.

Gifts to United Arts Funds Decline

Giving to coalitions that raise money for the arts declined by two percent in 1991. The decline is attributed primarily to the sharp decline in giving to the United Arts of Central Florida, in Orlando. Contributions there declined by 30%. In addition to the local economy, the drop in giving in Orlando was fueled by a four-month symphony strike that commenced just as campaigns were getting underway. Symphony orchestras receive the largest allocations from the fund and are expected to contribute 40% of its goal. Another setback was the loss of eight of thirty major individual and corporate donors, who had contributed $100,000 or more to the campaign in the past. Furthermore, the magnitude of the decline was amplified by increases in donations in 1989 and 1990 in response to a major drive to reduce debt. Early reports for the 1992 year show improvement over the 1991 campaign.

If not for the large decline in Florida, giving to arts funds would have increased by one percent. The American Council for the Arts stated that the 58 matched arts funds that reported in both 1990 and 1991 experienced small increases and decreases, not dramatic changes such as those observed in Florida. Also, giving to arts funds had increased the previous year by 10.5%.

Notes to Giving to the Arts, Culture and Humanities

1/ William H. Honan, "Through Loophole in Tax Law, Art Gifts Pour into Museums," *The New York Times*, December 12, 1991, pp. C15 & C19.

2/ *ibid.*

3/ *ibid.*

4/ *Nonprofit Almanac 1992-1993*. Washington, D.C.: Independent Sector, 1992, p. 240. (Data represent 1989 tax filers.)

5/ Michael Useem, "Corporate Funding of the Arts in a Turbulent Environment," *Nonprofit Management & Leadership*, Summer 1991, p. 334.

6/ *ibid.*, p. 336.

7/ *ibid.*

8/ *ibid.*

9/ Virginia A. Hodgkinson, "Arts and Culture Briefing," April 7, 1991, sponsored by the William Randolph Hearst Foundation. Presentation of special runs on data from the 1990 *Survey of Giving and Volunteering*.

10/ Hilary De Vries, "It's a Tough Job, But Somebody's Got to Want it," *The New York Times*, August 18, 1992, Section 2, pp. 1, 5.

11/ William Grimes, "Wallace Fund Quietly Grows into Nation's Top Arts Donor," *The New York Times*, April 2, 1992, p. C15.

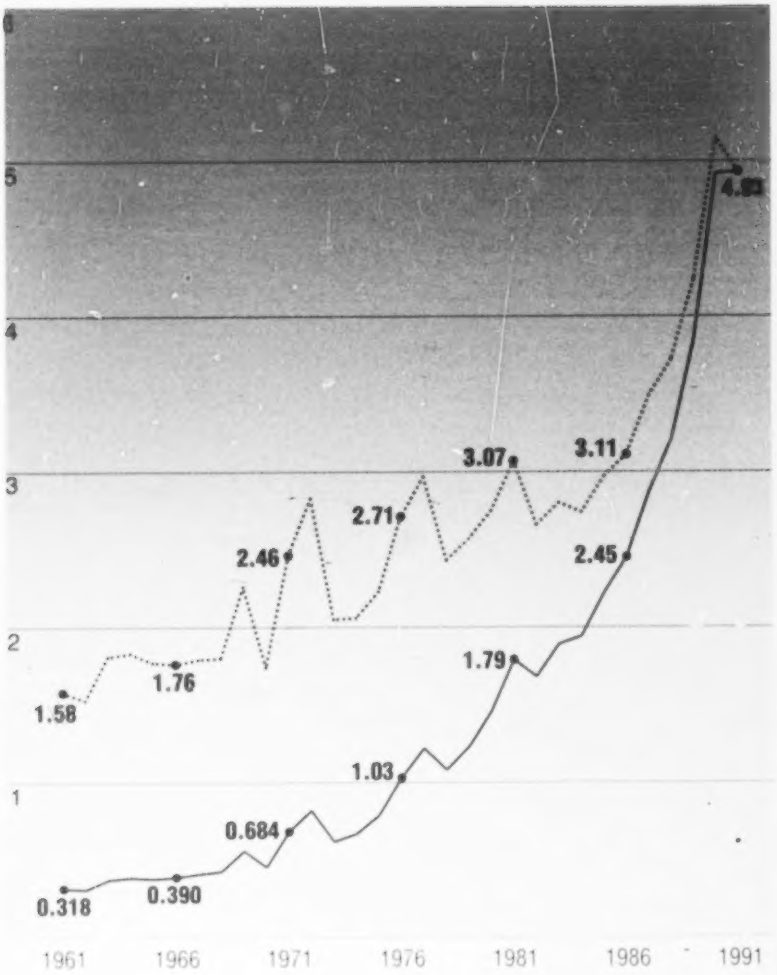
12/ *The Lila Wallace-Reader's Digest Literary Arts Program 1990- 1991*, Lila Wallace-Reader's Digest Fund, 1992.

13/ *ibid.* p. 12.

Giving to Public/Society Benefit

Giving to Public/Society Benefit 1961–1991
(Current vs 1991 Dollars)

($ in Billions)



Giving to Public/Society Benefit 1980-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1980	$1.46	$2.75	**1986**	2.45	3.11
1981	1.79	3.07	**1987**	2.87	3.49
1982	1.68	2.66	**1988**	3.21	3.72
1983	1.89	2.80	**1989**	3.84	4.23
1984	1.94	2.74	**1990**	4.92	5.15
1985	2.22	2.97	**1991**	4.93	4.93

Giving to Public/Society Benefit groups reached an estimated $4.93 billion. This change represents growth of only .2% (-4.3% in constant terms). Occurring after a period of strong growth, it may represent levelling, rather than the beginning of a longer decline. *Giving USA* estimated that gifts to this sector increased by more than 28% in 1990 and by nearly 20% in 1989.

Gifts to public/society benefit groups accounted for four percent of gifts in 1991, about the same proportion of giving as 1990, but a slight increase over the two previous years when giving to these organizations amounted to closer to three percent of gifts.

Surveyed organizations for the public/society benefit chapter fall under categories R, S, T, U, V, and W of the National Taxonomy of Exempt Entities. (See Appendix D.)

Consortium of Foundations and Corporations Commit $62.5 Million to Fund Community Development

In February 1991, a consortium of seven foundations and a corporation announced a three-year program to fund community development in twenty areas throughout the United States. Jointly, they established what is called the National Community Development Initiative. The consortium committed $62.5 million, two-thirds in loans and one-third in direct grants toward the goal of neighborhood revitalization.

Participating Organizations

The Prudential Insurance Company of America	$15 million
Lilly Endowment	$15 million
The Rockefeller Foundation	$15 million
The William and Flora Hewlett Foundation	$6 million
Knight Foundation	$5 million
The Pew Charitable Trusts	$5 million
John D. and Catherine T. MacArthur Foundation	$1 million
Surdna Foundation	$500,000

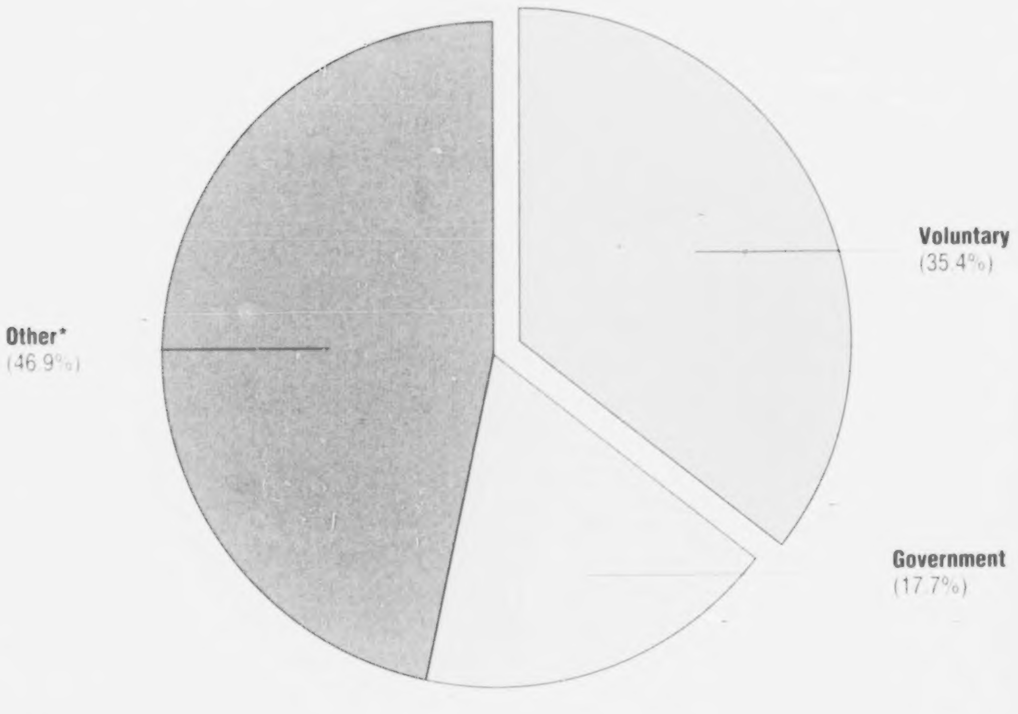
The National Community Development Initiative (NCDI) will be administered in twenty cities by the Local Initiative Support Corporation (LISC) and the Enterprise Foundation (Enterprise). These organizations will in turn support neighborhood-based organizations working to revitalize neighborhoods.

A third institution will also be part of the program. The Local Initiatives Managed Assets Corporation (LIMAC) aims to create a national secondary market program for mortgage loans. Currently, low-income rental housing projects in marginal neighborhoods find it difficult to get mortgages on reasonable terms, and this depresses improvement in housing conditions in the areas. Part of the problem is that the lender cannot

Sources of Revenue

As illustrated in the figure below, in 1987, the most recent year for which data are available, it is estimated that public/society benefit organizations derived approximately 35% of their revenue from voluntary gifts.

Revenue by Source (Circa 1987)
Public/Society Benefit



*Other includes:

Program Service Revenue	26.8%	**Other Investment Income**	0.4%
Dues & Assessments	4.7%	**Gain on Sale of Assets**	4.5%
Interest	1.9%	**Net Income from Fund Raising**	0.7%
Dividends	4.9%	**Net Income From Sales**	0.9%
Net Rental	0.5%	**Other Revenue**	2.0%

Source: Independent Sector
Nonprofit Almanac 1992-1993
Note: Percentages incorporate computer rounding.

find a secondary market for its loans; another problem is that the risks appear too large for many lenders. Thus, it was difficult to find a long-term, fixed-rate mortgage to finance low-income rental housing. Fixed rates enable developers and homeowners to have a sense of stability as interest rates fluctuate. Long-term loans insure low monthly payments and thereby make the loan easier to carry. It is difficult to find both features in the same loan, especially if the lender feels it will be hard to sell the loan in secondary markets or if it anticipates high risk.

Under the initiative, LIMAC purchases low-income rental housing mortgages from banks that would want to but cannot sell them to Freddie Mac. (Freddie Mac is the federal organization that helps to finance home purchases by linking capital and mortgage markets.) LIMAC then swaps the mortgages for Freddie Mac Participation Certificates, which are sold in capital markets. The funds acquired in the sale are then recycled into new projects. By design, investors would turn to Freddie Mac to share risk with them in the case of default on the loans. Freddie Mac, in turn, would share its risk with the lending bank and LIMAC.

There are three unique aspects to the program. First, the funders are not actively evaluating the programs; LISC and Enterprise do that. Second, the funds primarily provide financing in the form of loans — either program-related investments (PRI's) or fixed-rate, long-term mortgages. The third and perhaps the most significant feature of the program is that it leverages initial investments so that they provide many times their original value to promote development in depressed areas.

Gifts to Foundations

Foundations are classified by the NTEE as public/society benefit groups. Below is a list of gifts to surveyed foundations. The list is provided for information purposes. It would not be appropriate to make generalizations about gifts to all foundations from this sample.

Gifts to Surveyed Foundations

Foundation	Gifts Received 1991
Ahmanson Foundation	$ 16,000
Akron Community Foundation	3,124,426
Ann Arbor Area Community Foundation	719,654
Arizona Community Foundation	3,000,000
Metropolitan Atlanta Community Foundation, Inc.	6,515,066
Baltimore Community Foundation	3,864,069
Baton Rouge Area Foundation	2,941,935
Adelaide Breed Bayrd Foundation	330,000
The Boehm Foundation	309,800
Boston Foundation, Inc.	7,101,825
The Boston Globe Foundation II	2,405,100
Bridgeport Area Foundation, Inc.	2,046,400
The Brown Christian Foundation	16,900
Carol Franc Buck Foundation	267,747
Buffalo Foundation	3,326,540
Florence V. Burden Foundation	1,000
Annie E. Casey Foundation	66,604,526
Central New York Community Foundation	3,394,539
The Champlin Foundations	750
Chicago Community Trust	16,905,587
Edna McConnell Clark Foundation	1,000
Close Foundation, Inc.	10,000
Columbia Foundation	80,000
The Columbus Foundation	18,200,000
Communities Foundation of Texas, Inc.	21,794,492
Coshocton Foundation	731,611
Council on Library Resources, Inc.	965,536
Charles E. Culpeper Foundation, Inc.	1,622
The Nathan Cummings Foundation	32,240,000
Dade Community Foundation	5,067,652
Denver Foundation	2,431,103
Gaylord and Dorothy Donnelley Foundation	545,000

(Continued)

Gifts to Surveyed Foundations *(Continued)*

Foundation	Gifts Received 1991
The East Bay Community Foundation	1,621,836
O. P. and W. E. Edwards Foundation, Inc.	20,000
El Paso Community Foundation	1,231,000
Foundation for the Carolinas	6,906,101
The Fremont Area Foundation	800,927
The Rollin M. Gerstacker Foundation	500,000
J. Paul Getty Trust	86,050
Philip L. Graham Fund	2,000
Grand Rapids Foundation	2,080,714
Paul and Mary Haas Foundation	500,000
The Harris Foundation (IL)	1,103
Hartford Foundation for Public Giving	18,592,265
The Hawaii Community Foundation	9,000,000
Conrad N. Hilton Foundation	2,957,192
The Indianapolis Foundation	85,286,514
Janesville Foundation, Inc.	13,125
Jerome Foundation (MN)	80,000
The Greater Kansas City Community Foundation and Its Affiliated Trusts	12,526,000
Harris and Eliza Kempner Fund	85,100
The Kettering Family Foundation	506,500
Knight Foundation	6,629,326
The Henry Luce Foundation, Inc.	214,876
J. Roderick MacArthur Foundation	900,000
The Mahadh Foundation	3,125,310
Margoes Foundation	980,000
Marin Community Foundation	8,311,000
Lucile P. Markey Charitable Trust	12,500,000
Robert R. McCormick Tribune Foundation	4,783,248
James S. McDonnell Foundation	5,802,692
Milwaukee Foundation	9,600,000
The Minneapolis Foundation	8,000,000

(Continued)

Gifts to Surveyed Foundations *(Continued)*

Foundation	Gifts Received 1991
The Needmor Fund	3,100,000
The New Hampshire Charitable Foundation	9,002,720
The New Haven Foundation	3,000,000
The New York Community Trust	21,500,000
The Norfolk Foundation	2,012,856
David and Lucile Packard Foundation	407,232,131
Pasadena Foundation	231,344
The William Penn Foundation	11,570,246
Peninsula Community Foundation	4,370,505
The Philadelphia Foundation	2,600,000
The Pittsburgh Foundation	17,200,000
Rochester Area Foundation (NY)	4,200,000
Rockefeller Brothers Fund	445,000
The Rockefeller Foundation	1,608,000
Rosenberg Foundation	5,000
St. Louis Community Foundation	356,818
The Saint Paul Foundation, Inc.	1,722,082
San Antonio Area Foundation	1,297,711
San Diego Community Foundation	1,641,770
The San Francisco Foundation	29,130,175
Greater Santa Cruz County Community Foundation	1,088,435
The Seattle Foundation	3,253,269
Community Foundation for Southeastern Michigan	11,929,492
Hattie M. Strong Foundation	2,155
Surdna Foundation, Inc.	1,571,993
The Community Foundation of Metropolitan Tarrant County	1,322,425
Virginia Environmental Endowment	50,000
DeWitt Wallace-Reader's Digest Fund, Inc.	131,939
Lila Wallace-Reader's Digest Fund, Inc.	55,658
Weingart Foundation	3,210
Greater Worcester Community Foundation, Inc.	1,739,558

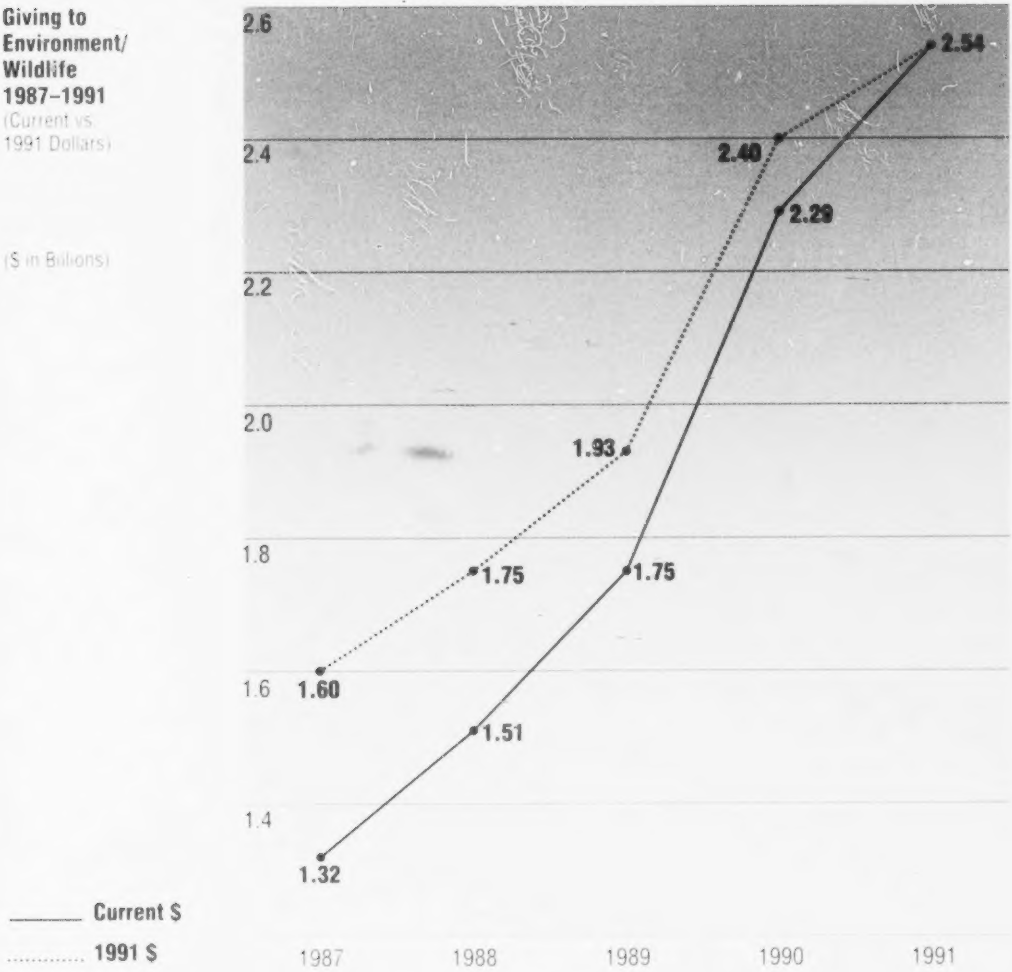
Notes to Giving to Public/Society Benefit

1/ Information for this section is from material and reports provided by the National Community Development Initiative and the participating foundations

Giving to Environment/Wildlife

Giving to Environment/ Wildlife 1987–1991
(Current vs. 1991 Dollars)

($ in Billions)



Giving to Environment/Wildlife 1987-1991 ($ in Billions)

	Current $	1991 $		Current $	1991 $
1987	$1.32	$1.60	**1990**	2.29	2.40
1988	1.51	1.75	**1991**	2.54	2.54
1989	1.75	1.93			

Giving to Environment/Wildlife organizations increased to an estimated $2.54 billion in 1991. This represents a 10.7% increase (5.8% in constant terms) over contributions in 1990. Gifts to the environment and wildlife, which include gifts to all organizations with an interest in animals, represented 1.8% of the estimated total for 1991, virtually the same percentage as 1990.

Surveyed organizations for the environment/wildlife chapter fall under categories C and D of the National Taxonomy of Exempt Entities. (See Appendix D.)

The Status of the Environmental Movement

The environmental movement has had a long and varied history, but it has only recently become the focus of popular attention. People who give to charity have long sought to provide human services to those in need, and there is a long history of arts patronage, but giving to the environment and wildlife is a relatively new phenomenon. While donations to environmental groups have been increasing since *Giving USA* began tracking them in 1987, this increase belies the fact that giving to environment/wildlife groups accounts for less than two percent of annual giving from the combined sources of individuals, corporations and foundations. Some of the growth in the sector may in fact be due to the creation of more organizations.

Several large groups have reported that the growth of the past few years has already begun to level off. Some have laid off staff and cut other positions by attrition. This may be typical after a period of dramatic growth.

Controversy May Attract Contributions

In June 1992, between 20,000 and 40,000 people from all over the world met in Rio de Janeiro to discuss global strategies relating to the Earth's environment. The United Nations Conference on Environment and Development (UNCED) — with an 800-page agenda — took place over 10 days. Planning for the conference highlighted controversy within the movement.

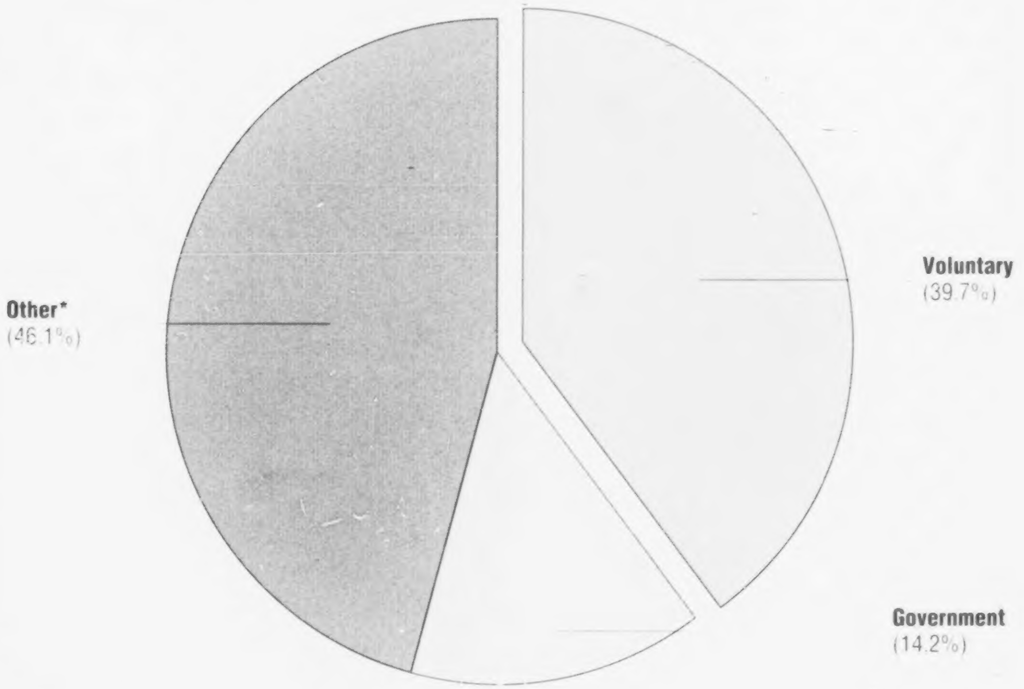
One issue that became a focus of UNCED planning committees was the different priorities of participant nations. "...the rich societies of the industrialized North want everyone to begin being sensible about the environment; the people of the Southern latitudes maintain that those who polluted the environment en route to great prosperity are really asking the less well off to take steps that will keep them that way."[1]

Whether or not they adhere to either of these viewpoints, many people identify this kind of controversy as characteristic of the environmental movement, not only abroad, but within the United States as well. For

Sources of Revenue

As illustrated in the figure below, in 1987, the most recent year for which data are available, it is estimated that environment/wildlife organizations derived approximately 40% of their revenue from voluntary gifts.

Revenue by Source (Circa 1987)
Environment/Animals



*Other includes:

Program Service Revenue	18.5%	**Other Investment Income**	0.1%
Dues & Assessments	7.1%	**Gain on Sale of Assets**	3.9%
Interest	2.0%	**Net Income from Fund Raising**	3.0%
Dividends	5.0%	**Net Income From Sales**	3.3%
Net Rental	0.4%	**Other Revenue**	2.8%

Source: Independent Sector
Nonprofit Almanac 1992-1993
Note: Percentages incorporate computer rounding

example, the poor are known to suffer more damage from environmental hazards, such as pollution and toxic waste, than are the wealthy, and the poor are more likely to be people of color than are the affluent. At the same time, minorities do not generally hold policy-making positions and do not represent a significant proportion of the membership in environmental groups.

As in other fields, poor and rural Americans and local organizations do not always identify as important the same issues identified by the larger, national organizations. It does not simplify the task for environmentalists that family size and birth control, sensitive issues to begin with, have been identified by prominent environmental organizations as key elements in a global solution to the world's environmental crisis.

The discussion of conflicts regarding goals and priorities among organizations within the United States and internationally relates to most advocacy areas, not just the environmental movement. The environmental movement includes those who oppose the agendas of the major organizations, sometimes called the "Group of Ten," just as other parts of the nonprofit sector are composed of a variety of organizations representing diverse philosophies.

The conflicts within the environmental movement, like parallel controversy in other areas of the nonprofit economy, may attract more funding — to both sides of the issue.

Most developed societies regulate or limit a variety of activities related to the environment. Many of these regulations, such as those surrounding emissions from factories or automobiles, are attempts to resolve the conflict that arises when parties engage in activities from which they derive benefits but which have costs that are borne by those who do not share those benefits. This tension — between the common good and personal benefit — is a touchstone of many of the environmental movement's programs. However, it is effectively exploited not only by the environmentalists but also by those who oppose them. These groups contrast the environmental movement's concern with preservation and conservation with the right to use natural resources for a personal benefit, such as employment. Especially in a recession, the conflict can be triggered between the immediate need to feed one's family and the relatively longer-range needs of the human community.

The United States government has responded to this public concern by stating it will not sign any worldwide environmental treaty, such as one calling for reduced carbon dioxide emissions, that could cost American jobs. Along the same lines, the jobs of people who are employed in such industries as logging have been pitted against those who wish to preserve the environment the former alter or deplete to pursue their livelihoods.

The Endangered Species Act, enacted in 1973, is up for reauthorization in 1992, bringing this conflict to a head.[5] For example, to accommodate the needs of the logging industry, the spotted owl, an endangered species whose habitat is protected by the act, may find the scope of its protection limited. There is growing support to permit increased logging in the owl's habitat.

Similarly, landowners have been angered when they are limited in how they may use their land when it is legally protected from development, as are, for example, some wetlands. Such prohibitions can lower land's resale value. In a robust economy, these concerns might spark peripheral controversy, but today the fires of such debates are fanned by a sluggish real estate market.

Some people assert that environmental issues do not have to conflict with such interests as employment and real estate sales. A recent *New York Times* editorial embraced this sentiment: "Environmental protection is a public interest that does not conflict with economic prosperity."[5] However, the conflict remains salient to many Americans, drawing funds to both sides of the issue.

Latin America/Debt for Nature Swaps[6]

The practice called "swapping debt for nature" began ten years ago. In these trades, a North American nonprofit purchases at a deep discount foreign commercial debt from creditor banks, also North American, and resells them in local areas for at or near their original value. The new "localized" debt is then used to finance preservation or conservation projects in the debtor nation.

The creditor banks are willing to sell foreign debt at a relatively low price because they believe the debtor nation may default on the debt anyway. The nonprofit can then redirect the money to selected areas of the local economy. The notion of using this strategy with sovereign as well as commercial debt has become increasingly common, thereby enabling governments to engage in the kinds of activities pioneered by nonprofits.

A problem with these trades is that the debtor nation is still in debt and the use of the borrowed funds is now controlled by a foreign non-governmental (or, in the case of sovereign debt, governmental) entity. Local nonprofits are then expected to carry out the agendas of foreign agencies.

Moreover, the problem of debt, per se, is still unresolved as debt service continues to drain local economies of their scarce capital resources. Even advocates of this method of funding understand that such economic pressures could at some point influence the debtor nation to sell and develop, rather than to preserve, its natural resources.

It is important to bear in mind that debt swapping is a financial mechanism; it is not wedded to any particular movement, and it is not a program. Debt swapping, and the concerns it has bred about North America's relationship to developing nations, should not necessarily be equated with the programs it has financed. The financial mechanism can be evaluated in a wider context on its own faults or merits.

Notes to Giving to Environment/Wildlife

1/ John Newhouse, "Diplomatic Round (Earth Summit)," *The New Yorker*, June 1, 1992, p. 64.

2/ Jordan Snow, "Diversification, Minorities and the Mainstream Environmental Movement" in *Voices from the Environmental Movement*, Donald Snow, ed., Covelo, CA: Island Press, 1992, p. 71.

3/ Keith Schneider, "Pushed and Pulled, Environment Inc. is on the Defensive," *The New York Times*, February 29, 1992, Week In Review, pp. 1, 3.

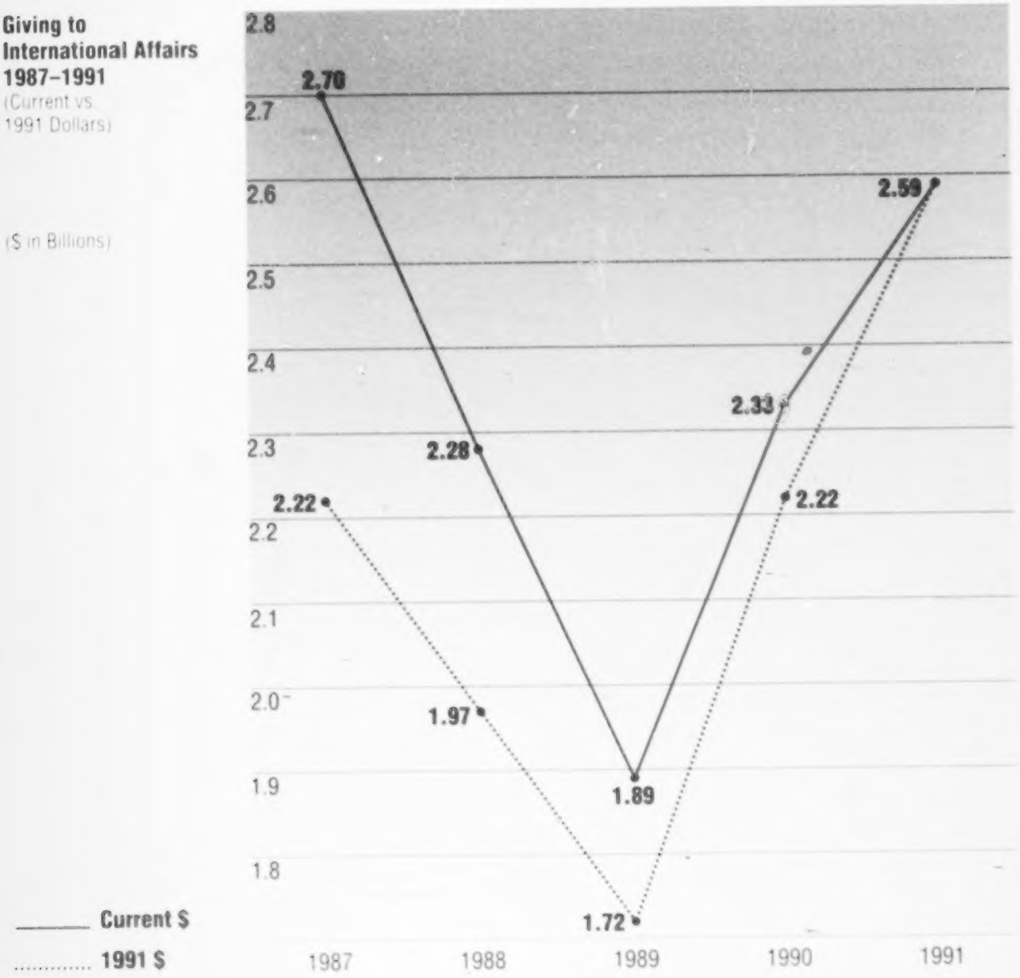
4/ Peter A. A. Berle, "Saving the Species," *Audubon*, January/February 1992.

5/ Stephen M. Meyer, "Environmentalism Doesn't Steal Jobs," *The New York Times*, March 26, 1992, p. A23.

6/ See also *The Chronicle of Philanthropy*, November 5, 1991, "Second Thoughts About Debt Swaps," pp. 1, 12, by Stephen G. Greene; *Science*, vol. 239, March 18, 1988, "Swapping Debt for Nature," p. 1367; *Bioscience*, vol. 37, December 1987, "Exchanging Debt for Conservation," p. 781, by Amanda L. Spitler.

Giving to International Affairs 1987–1991
(Current vs. 1991 Dollars)

($ in Billions)



Giving to International Affairs 1987-1991 ($ in Billions)

	Current $	1991 $
1987	$2.22	$2.70
1988	1.97	2.28
1989	1.72	1.89
1990	2.22	2.33
1991	2.59	2.59

Giving to organizations with missions focussed on international affairs or national security increased to an estimated $2.59 billion in 1991. This represents an increase of 16.5% (11.3% in constant terms). The growth represents the second year of strong growth after a two-year period of decline. There were numerous events in the international community which could have spurred continuing growth.

These events include the Gulf War and the breakup of the Soviet Union. Anecdotal reports from surveyed groups indicated that special events and campaigns held during or near the time of the Gulf War did not fare well. The war could have depressed charitable giving and not necessarily caused a shift in giving to the international arena. In fact, the war took place early in the year; many people and organizations make larger gifts in the last two months of the year. Thus, the reduction in giving may have been a seasonal occurrence attributed to the war in error.

Another factor regarding the Gulf War is that "war jitters" are said to have slowed recovery from the recession, and this may have depressed overall giving, just as it depressed other spending, until the ground war ended because of uncertainty about the war's duration and outcome.

Another indication that the Gulf War and the events in the former Soviet Union did not exert a powerful effect on giving is that, with the exception of a single gift of a million dollars, large gifts and grants to international affairs went to areas outside the Gulf and the Commonwealth of Independent States.

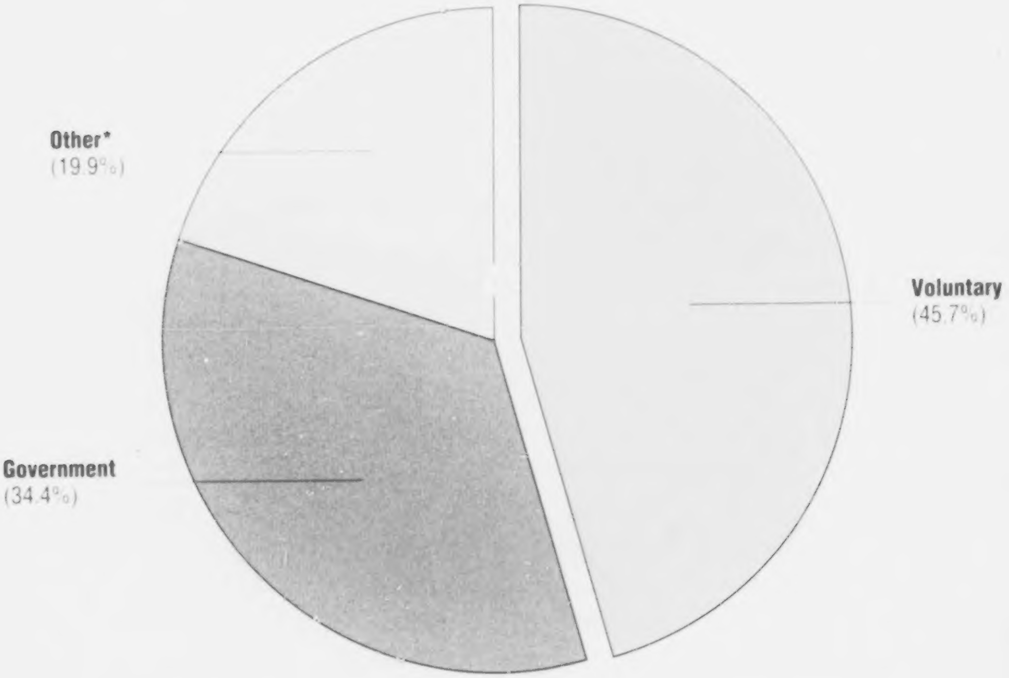
Though *Giving USA's* list of million dollar gifts is not necessarily exhaustive, and million dollar gifts do not necessarily reflect giving at other levels, it is interesting to note that no large gifts from individuals, living or by bequest, went to international affairs in 1991. Moreover, none of the recorded million dollar gifts from foundations in 1991 went to either the Gulf region or to the former Soviet Union. Of the large corporate gifts that went to programs outside the United States, most went to South Africa, South America and the People's Republic of China. One corporate gift of $1 million went to the Gulf.

In past years, as well, few large gifts went to international causes. Thus, the events of 1991 do not represent a departure from typical patterns. The simplest explanation for the growth in giving to international affairs is that it was not triggered by any isolated event but that it is part of a growing

Sources of Revenue

As illustrated in the figure below, in 1987, the most recent year for which data are available, it is estimated that international affairs organizations derived approximately 46% of their revenue from voluntary gifts.

Revenue by Source (Circa 1987)
International/Foreign Affairs



*Other includes:

Program Service Revenue	14.6%	**Gain on Sale of Assets**	0.5%
Dues & Assessments	0.3%	**Net Income from Fund Raising**	0.5%
Interest	0.9%	**Net Income From Sales**	0.3%
Dividends	0.5%	**Other Revenue**	2.1%
Other Investment Income	0.2%		

Source: Independent Sector
Nonprofit Almanac 1992-1993
Note: Percentages incorporate computer rounding.

interest in solving global problems. As the world economy becomes more unified, and as people increasingly view compelling problems that affect them as international in nature, they will give more to organizations which speak to this concern.

Organizations covered in the chapter on international affairs fall under category Q of the National Taxonomy of Exempt Entities. (See Appendix D.)

State Laws Regulating Charitable Solicitations

Annual Survey: State Laws Regulating Charitable Solicitations*

State laws regulating charitable solicitations continue to undergo revision. Halfway through 1992, these changes include increased registration fees for nonprofits and professional fund raisers and increased bonds for solicitors and counsel. Fee increases most likely indicate the fiscal constraints felt by a number of states. Commercial co-venturers, and the charitable sales promotions they conduct on behalf of nonprofit organizations, continue to gain recognition from state regulators. States are adding provisions governing advertising disclosures and contract and accounting requirements for charitable sales promotion agreements. On the horizon, staff compensation, administrative overhead, and the stewardship and fiduciary duties of trustees are predicted to be the areas most likely to come under scrutiny by regulators and law makers in the coming months.

State/ Regulatory Agency	Charitable Organizations				Paid Solicitors	Fund-Raising Counsel
	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Registration/ Licensing and Bonding Requirements	Registration/ Licensing and Bonding Requirements
ALABAMA Attorney General Consumer Protection Division 11 South Union Street Montgomery, AL 36130 205-242-7334	Registration requested (not required by law)	Information provided should be updated annually	None	Solicitors must disclose name, professional status, % of funds going to organization	Registration requested (not required by law)	Registration requested (not required by law)
ALASKA Attorney General Dept. of Law 1301 W. 4th Avenue Anchorage, AK 99501 907-276-3550	None	None	None	None	None	None
ARIZONA Secretary of State 1700 West Washington, 7th Floor Phoenix, AZ 85007 602-542-4285	Annual registration	None	None	None	Registration. $25 fee for "contracted fund raisers" and $25,000 bond	None

Comment: Solicitor registration requirement effective October 1, 1992.

*As of June1992

ARKANSAS Office of the Attorney General Consumer Protection Division 200 Tower Bldg. 323 Center St. Little Rock, AR 72201 501-682-2007	Annual registration	Financial report due March 31 or within 90 days after close of fiscal year	Maximum proceeds of $10,000, if all soliciting is done by volunteers.	Solicitors must disclose their names, whether they are compensated and, upon request, % of proceeds going to solicitor	Registration. $100 fee and $10,000 bond. $10 registration for individuals employed by a paid solicitor	Registration. $100 fee and $10,000 bond. No registration for counsel working with churches and other religious organizations.
CALIFORNIA Registry of Charitable Trusts P.O. Box 903447 Sacramento, CA 94203-4470 916-445-2021	Initial registration for organizations located or doing business in State. Over 200 cities and counties have solicitation ordinances which may require registration. Contact Registry of Charitable Trusts for more information	Financial report due same time as Form 990. 4½ months after end of accounting period.	Maximum proceeds $25,000 or less, report required once every ten years	"Solicitation or Sale for Charitable Purpose Card" must be show prior to any solicitation. Solicitors must make oral and written disclosures as required by CA Bus. & Prof. Code section 17510.3	Annual registration $200 fee for commercial fund raisers who receive and control funds. $25,000 bond	None
COLORADO Secretary of State 1560 Broadway, 2nd Floor Denver, CO 80202 303-894-2200	Organizations employing professional solicitors must file Solicitation Notice prior to each campaign. $62.50 fee.	Campaign financial report required within 90 days of close of campaign. $12.50 fee.	None	Paid solicitors must disclose name, address & telephone number of solicitation firm, if contribution is not tax-deductible, that solicitor is paid. Telephone solicitor must disclose address & telephone number from which solicitation is being made. See statute for details.	None	None

(Continued)

State/ Regulatory Agency	Charitable Organizations				Paid Solicitors	Fund-Raising Counsel
	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Registration/ Licensing and Bonding Requirements	Registration/ Licensing and Bonding Requirements
CONNECTICUT Attorney General Public Charities Unit 55 Elm Street Hartford, CT 06106 203-566-5836	Initial registration, $20 fee.	Annual financial report due within 5 months of close of fiscal year. $25 fee. Independent CPA audit required if gross revenue less government grants and fees exceeds $100,000.	Maximum proceeds of $25,000, provided no one is paid to raise funds.	Paid non-employee solicitors must disclose name of the soliciting firm, that firm is paid to solicit.	Registration, $100 fee and $20,000 bond. Must file with Department a copy of contracts with charitable organizations.	No registration or bond for counsel not having custody of funds. Counsel must file with Department a copy of contracts with charitable organizations.
DELAWARE Attorney General Civil Division The Wilmington Tower Wilmington, DE 19899 302-577-2500	None	None	None	None	None	None
DISTRICT OF COLUMBIA Dept. of Consumer & Regulatory Affairs 614 H Street, NW Washington, DC 20001 202-727-7086	Licensing is $80 per year.	Financial report due within 30 days after end of licensing period and 30 days after a demand by the mayor.	Maximum proceeds of $1,500 if all soliciting is done by volunteers.	Solicitor must present to prospective donor a solicitation information card issued by Department.	None	None

FLORIDA Department of Agriculture Division of Consumer Services Mayo Building Tallahassee, FL 32399 904-488-2221	Annual registration: fees range from $50 to $100 based on receipts. No fee if proceeds are less than $5,000.	Financial report or Form 990 to accompany registration, on or before 15th day of 5th month after end of fiscal year, or by date of federal filing extension.	Maximum proceeds of $25,000 if soliciting is done by volunteers, others and if no professional fund raiser is engaged.	Solicitor must disclose name, location, purpose of organization, and upon request, amount of contribution which may be deducted and how to obtain further information. This statement is required on all written solicitations. "A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free, within the state 1-800-HELP-FLA. Registration does not imply endorsement, approval or recommendation."	Registration, $200 fee and $50,000 bond.	Registration, $200 fee. No bond.
GEORGIA Secretary of State Business Services and Regulation 2 Martin Luther King Drive Suite 802-West Tower Atlanta, GA 30334 404-656-4910	Registration, $25 fee.	Annual report due on organization's renewal date. Certified financial statement required if proceeds are $500,000 or more; independent CPA review required for proceeds of $100,000-$500,000; file Form 990 if proceeds are under $100,000.	Maximum proceeds of $15,000.	Organization must disclose to donor names of solicitor and organization. If telephone solicitation, the location of the caller; that full description of charitable program & financial statement are available upon request.	Registration, $250 fee and $10,000 bond. File solicitation notice prior to campaign.	None. If counsel has custody of funds, register as paid solicitor.

(Continued)

State/ Regulatory Agency	Charitable Organizations				Paid Solicitors	Fund-Raising Counsel
	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Registration/ Licensing and Bonding Requirements	Registration/ Licensing and Bonding Requirements
HAWAII Dept. of Commerce & Consumer Affairs P.O. Box 40 Honolulu, HI 96810 808-548-5319	Annual registration, $10 fee.	Financial report due with registration statement, due on organization's renewal date.	Maximum proceeds of $4,000 if all soliciting is done by volunteers.	Solicitor must furnish authorization on request.	Registration, $50 fee and $5,000 bond	Registration, $50 fee and $5,000 bond.
IDAHO Attorney General Business Regulation Division Statehouse Room 210 Boise, ID 83720 208-334-2400	None	None	None	None	None	None
ILLINOIS Attorney General Charitable Trust Division 100 West Randolph 12th Floor Chicago, IL 60601-3175 312-814-2595	Initial registration.	Annual financial report due within 6 months of close of fiscal year. Form 990 accepted but must be accompanied by supplemental form. CPA opinion must accompany report if revenues exceed $100,000, or if professional solicitor is engaged.	Maximum proceeds of $10,000, if all soliciting is done by volunteers.	None	Registration and $10,000 bond	Registration every two years

Comment: This statute took effect on January 1, 1992.

INDIANA Attorney General Consumer Protection Division 219 State House Indianapolis, IN 46204-2794 317-232-6331	None. Organizations located in the State must register with the Department of Revenue, Not-for-Profit Division, 317-232-2188	None	None	Name of charitable organization, that solicitor is professional and is paid to solicit	Registration: $50 fee. Notice filing due prior to campaigns	Registration: $50 fee. Notice filing due prior to campaigns
IOWA Attorney General Consumer Protection Division 1300 East Walnut Hoover State Office Building Des Moines, IA 50319 515-281-5926	None	None	None	Charity's financial information must be provided upon request	Registration for "Professional commercial fund raiser." $10 fee	Registration for "Professional commercial fund raiser." $10 fee
KANSAS Secretary of State Corporate Division Capitol Bldg. - 2nd Floor Topeka, KS 66612 913-296-3751	Annual registration. $20 fee.	Financial report due within 6 months of close of fiscal year.	Maximum proceeds of $10,000, if all soliciting is done by volunteers.	Name, address & telephone number of charity and state registration number, that annual financial report is filed with Secretary of State. Professional solicitors must state license number.	Registration and $5,000 bond	Registration and 5,000 bond
KENTUCKY Attorney General Division of Consumer Protection Frankfort, KY 40601 502-564-2200	Register annually by filing Form 990	None	None	Opinion of Attorney General: Solicitors not employed by the charitable organization must disclose % of proceeds allocated to charity if so requested by solicitee.	Registration	Registration

(Continued)

State/ Regulatory Agency	Charitable Organizations				Paid Solicitors	Fund-Raising Counsel
	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Registration/ Licensing and Bonding Requirements	Registration/ Licensing and Bonding Requirements
LOUISIANA Attorney General Consumer Protection Division P.O. Box 94005 Baton Rouge, LA 70804 504-342-7373	Registration prior to campaigns for organizations using professional solicitors or fund-raising counsel.	None. Financial statement required with registration.	None	None	None	None
MAINE Dept. of Professional & Financial Regulation Station #35 Augusta, ME 04333 207-582-8700	Initial registration, $40 fee. State will issue renewal notice.	Financial report must be filed with commissioner at same time as registration renewal. If more than $30,000 raised, must be audited by independent CPA. Not-for-profits using paid fund raisers must file report within 30 days of campaign close.	Maximum proceeds of $10,000 if all soliciting is done by volunteers.	Volunteers and professional solicitors must disclose the name and address of charitable organization. Professional solicitor must state name of fund-raising firm, that s/he "is a professional charitable fund raiser."	Registration, $200 fee with one-time $50 application fee and $10,000 bond. Registration and bond required for commercial coventurers.	Registration, $200 fee with one-time $50 application fee and $10,000 bond.

MARYLAND Secretary of State State House Annapolis, MD 21401 301-974-5534	Annual registration, $50-$200 fee, depending on proceeds. No fee if proceeds are less than $25,000 and no fund raiser is used.	Financial report due within 6 months of end of most recently completed fiscal year. If proceeds are in excess of $250,000, audit is required by independent CPA; accountant's review if gross income from contributions is $100,000 to $250,000.	Maximum proceeds less than $25,000, if no professional solicitor is used.	Written solicitations must state that documents and information under the Maryland charitable organizations laws can be obtained from the Secretary of State.	Registration, $300 fee and $25,000 bond.	Registration, $200 fee. No bond.
Comment: Solicitor and fund-raising counsel fees effective October 1, 1992.						
MASSACHUSETTS Attorney General Division of Public Charities One Ashburton Place Boston, MA 02108 617-727-2200	Annual registration, $25 fee. Additional $10 for solicitation certificate.	Organizations receiving $250,000 or more must file an audited financial statement. Organizations receiving less than $250,000 must file a financial statement with accountant's review. File Forms PC and 990 on 15th day of the 5th month after the close of fiscal year.	Maximum proceeds of $5,000, if all soliciting is done by volunteers.	Solicitor must disclose name of organization, that s/he is a paid solicitor, what funds will be used for. If the solicitation is for advertising, the geographic circulation of publication must be disclosed.	Registration, $10 fee and $10,000 bond. Registration and bond required for commercial co-venturers.	Registration, $10 fee. No bond.
MICHIGAN Attorney General Charitable Trust Section P.O. Box 30214 Lansing, MI 48909 517-373-1152	Annual licensing.	Licensing renewal, with financial report due 6 months after close of fiscal year. CPA audit required where public support is at least $100,000.	Maximum proceeds of $8,000, if all soliciting is done by volunteers and annual report is available to the public.	Attorney General encourages display/disclosure of charity's registration number on all solicitations.	Licensing and $10,000 bond.	Licensing and $10,000 bond.

(Continued)

State/ Regulatory Agency	Charitable Organizations				Paid Solicitors	Fund-Raising Counsel
	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Registration/ Licensing and Bonding Requirements	Registration/ Licensing and Bonding Requirements
MINNESOTA Attorney General Charities Division 340 Bremer Tower 7th Place & Minnesota St. St. Paul, MN 55101 612-297-4613	Annual registration. $25 fee. No fee for organizations raising or expending less than $25,000.	Renew registration within 6 months of close of fiscal year. 3 months extension permitted if requested in writing. Annual report, financial statement, and copy of Form 990. (990 may usually be filed in place of financial statement.) Audit required if public contributions exceed $100,000.	Maximum proceeds of $25,000, if all soliciting is done by volunteers.	Disclosures must be made prior to request for contribution. Solicitor must disclose identity of charity, tax deductibility of contribution, description of charitable program, name, that s/he is a professional fund raiser.	Registration, $200 fee and $20,000 bond if fund raiser has custody of funds.	Registration, $200 fee. No bond.
MISSISSIPPI Secretary of State Dept. of Elections P.O. Box 136 Jackson, MS 39205-0136 601-359-6357	Annual registration, $50 fee.	By June 30 or 6 months after close of fiscal year. File audited financial statement if proceeds exceed $50,000 or if professional fund raiser was used.	Maximum proceeds of $4,000, if all soliciting is done by volunteers.	None	Registration, $250 fee and $10,000 bond.	Registration, $250 fee and $10,000 bond.

Comment: Registration new as of July 1991.

MISSOURI Attorney General P.O. Box 899 Jefferson City, MO 65102 314-751-4471	Annual registration. $15 fee. Note: 501(c)(3) organizations are exempt from registration.	Annual report due within 75 days of close of fiscal year.	Maximum proceeds of $10,000	Solicitor must disclose that s/he is a professional fund raiser and name of charitable organization	Registration 50 fee	None
MONTANA Secretary of State Room 225 Capitol Station Helena, MT 59620 406-444-3665	None	None	None	None	None	None
NEVADA Secretary of State Capitol Complex Carson City, NV 89710 702-687-5203	No fund-raising registration. Foreign non-profit corporations must qualify before doing business in Nevada.	Financial report due by July 1	None	None	None	None
NEBRASKA Secretary of State 2300 State Capitol Lincoln, NE 68509 402-471-2554	For out-of-state charities certificate granted upon filing of articles of incorporation & by-laws with Secretary of State. $1 fee.	Financial report due 6 months after close of fiscal year. Can file Form 990 in lieu of auditor's report.	None	Solicitor must show certificate and issue receipts for donations of more than $2.	None	None

(Continued)

State/ Regulatory Agency	Charitable Organizations				Paid Solicitors	Fund-Raising Counsel
	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Registration/ Licensing and Bonding Requirements	Registration/ Licensing and Bonding Requirements
NEW HAMPSHIRE Attorney General Charitable Trust Division State House Annex 25 Capitol Street Concord, NH 03301 603-271-3591	One-time registration. $25 fee.	Financial report or Form 990 due 4 months 15 days after close of fiscal year. $50 annual reporting fee.	None	Solicitor must disclose name, that s/he is a paid solicitor.	Registration, $200 fee and $20,000 bond. File solicitation notices prior to campaign. $75 fee.	Registration, $75 fee and $10,000 bond.
NEW JERSEY Charities Registration Section 124 Halsey St. 7th floor Newark, NJ 07102 201-504-6259	Initial registration. $5 fee.	Annual financial report due within 6 months after close of fiscal or calendar year.	Maximum proceeds of $10,000, if all soliciting is done by volunteers.	Telephone solicitors must disclose name and address of organization; whether fund raiser is paid or volunteer.	Registration, $50 fee and $10,000 bond. Registration for individuals working for paid solicitor, $10 fee.	Registration, $50 fee and $10,000 bond.
NEW MEXICO Office of the Attorney General Charitable Organization Registry P.O. Drawer 1508 Santa Fe, NM 87504-1508 505-827-6000	Annual registration.	Form 990 or financial report due within 75 days after close of fiscal year.	Maximum proceeds of $2,500.	Solicitor must disclose that s/he is a professional fund raiser on behalf of organization, state % to go to charity upon request.	None. Some municipalities have bonding requirements.	None

NEW YORK Office of Charities Registration Department of State 162 Washington Avenue Albany, NY 12231 518-474-3820	Initial registration, $25 fee. Also, not-for-profit corporations and others holding or administering property for charitable purposes in the state must register with the NY Charities Bureau of the Attorney General's Office, 120 Broadway, New York, NY 10271, 212-341-2428.	Annual financial report due within 4½ months of organization's fiscal year end. Fees range from $10 to $25. Where receipts are in excess of $150,000 for preceding year, report must be accompanied by opinion signed by independent CPA. Accountant's "review report" required where receipts are between $75,000 and $150,000. Unaudited financial report required where receipts are below $75,000. In all cases copies of the filed 990 must also be submitted. Also, annual financial report must be filed with Attorney General's Office within 6 months of end of fiscal year if proceeds exceed $25,000. Fees range from $25 to $1,500.	Maximum proceeds of $25,000 in contributions if all soliciting is done by volunteers or charity employees.	Solicitations must include this statement: "A copy of the latest annual report may be obtained from the organization or from the Office of Charities Registration, Department of State, 162 Washington Avenue, Albany, NY 12231." This disclosure must be placed conspicuously in the material with print no smaller than 10 point bold face type or, alternatively, no smaller than the size of print used for the most number of words in the statement.	Registration, $800 fee and $10,000 bond. $80 registration fee for individual professional solicitors.	Registration, $800 fee. No bond.

(Continued)

State/ Regulatory Agency	Charitable Organizations				Paid Solicitors	Fund-Raising Counsel
	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Registration/ Licensing and Bonding Requirements	Registration/ Licensing and Bonding Requirements
NORTH CAROLINA Solicitation Licensing Branch 701 Balbour Drive Raleigh, NC 27603 919-733-4510	Annual registration, $25-$100 fee based on receipts.	Financial statements audited by independent CPA and 990 if gross receipts are over $250,000. If under $100,000 reviewed by independent CPA.	Maximum proceeds of $10,000, if all soliciting is done by volunteers.	Professional solicitors must disclose name, professional status.	Licensing, $100 fee and $20,000 bond.	Licensing, $100 fee, $20,000 bond if counsel has custody of funds.
NORTH DAKOTA Secretary of State State Capitol Bldg. Bismarck, ND 58505 701-224-2905	Annual registration, $10 fee.	Financial report due within 60 days after close of fiscal or calendar year.	None	None	Registration, $100 fee.	Registration, $100 fee.
OHIO Attorney General Charitable Foundation Section State Office Tower 30 East Broad Street, 5th Floor Columbus, OH 43266-0410 614-466-4462	Annual registration for out-of-state charities and Ohio organizations not already registered under the State's Trust Act. $50-$200 fee, depending upon amount of contributions received in State.	Financial report due 15th day of the 5th month following close of fiscal year.	Maximum proceeds of $25,000 or less if no one is paid primarily to solicit.	Name and city of charity, if not a 501(c)(3) organization, charitable purpose of appeal.	Registration, $25,000 bond and $200 fee.	No registration. Only counsel with custody of funds must register: $200 fee and $25,000 bond.

OKLAHOMA Income Tax Division Oklahoma Tax Commission 2501 Lincoln Blvd. Oklahoma City, OK 73194-0005 405-521-4298	Annual registration. $15 fee.	Financial report due within 90 days of close of fiscal or calendar year.	Maximum proceeds of $10,000	Receipts must be given in duplicate for contributions over $2. Annual report may be obtained from the Oklahoma Tax Commission.	Registration: $50 fee and $2,500 bond.	None
OREGON Attorney General Administrator of Charitable Trusts 1515 S.W. 5th Avenue, Suite 410 Portland, OR 97201 503-229-5548	Initial registration.	Annual report due within 4 months and 15 days of close of calendar or fiscal year. Fees: $10-$200.	Maximum proceeds of $5,000	Solicitor must disclose professional status.	Registration: $250 fee	Registration for counsel who advise on direct mail, or who have access to contributions, or have authority to pay expenses. $250 fee
Comment: New statute became effective in September 1991.						
PENNSYLVANIA Dept. of State Bureau of Charitable Organizations Room 308, North Office Bldg. Harrisburg, PA 17120 717-783-1720	Annual registration; fee scale $15-$100 depending upon revenues.	File within 135 days of end of fiscal year. Annual financial statement and Form 990; reviewed statement for organizations receiving $25,000-$100,000; audited statement for organizations receiving $100,000 and more.	None; organizations raising less than $25,000, file short-form registration. $15 fee.	Name of solicitor and charity, that professional solicitor is paid, and how donations will be used. Printed solicitations must contain the following statement: "A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 800-732-0999. Registration does not imply endorsement."	Registration: $100 fee and $25,000 bond.	Registration: $100 fee. No bond.

(Continued)

State/ Regulatory Agency	Charitable Organizations				Paid Solicitors	Fund-Raising Counsel
	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Registration/ Licensing and Bonding Requirements	Registration/ Licensing and Bonding Requirements
RHODE ISLAND Dept. of Business Regulations Providence, RI 02903 401-277-3048	Annual registration. $75 fee	Financial report due within 90 days after fiscal year end, audited by independent CPA. Where proceeds are less than $100,000, no audit required.	Maximum proceeds of $3,000, if all soliciting is done by volunteers.	Solicitor must show ID card for each solicitation, card must contain name and address of organization, purpose for which contribution is solicited, tax exempt status, % of contribution tax deductible.	Registration, $100 fee and $10,000 bond.	Registration, $100 fee and $10,000 bond
SOUTH CAROLINA Secretary of State Dir. of Public Charities P.O. Box 11350 Columbia, SC 29211 803-734-2169	Annual registration, $50 fee.	Financial report due within 6 months of close of fiscal year	Maximum proceeds of $2,000 if all functions, including fund raising, conducted by volunteers.	None	Registration, $50 fee and $8,000 bond.	Registration, $50 fee and $8,000 bond.
SOUTH DAKOTA Attorney General State Capitol Pierre, SD 57501-5070 605-773-4400	None	None	None	None	Telephone solicitors must register, file $10,000 or $20,000 bond, depending on type of services provided. Financial report due 90 days after campaign.	None

TENNESSEE Secretary of State James K. Polk Bldg., Suite 500 Nashville, TN 37243-0308 615-741-2555	Annual registration, $50 initial fee; thereafter fees range from $50-$200.	Annual financial report due six months after close of fiscal year. Report should be audited by independent CPA or accompanied by Form 990. No audit required if proceeds do not exceed $10,000.	Maximum proceeds of $5,000	Volunteer solicitors must present identification upon demand. Professional solicitors must also state that s/he is a "professional solicitor" who will receive as costs, expenses and fees a portion of solicited funds, that financial records are on file with Secretary of State's office and are available to the public.	Registration, $1,000 fee and $10,000 bond	Registration, $1,000 fee and $10,000 bond.
TEXAS Attorney General Charitable Trust Section P.O. Box 12548 Austin, TX 78711 512-463-2018	One-time registration for persons soliciting for non-governmental "law enforcement organizations" only. $7 fee.	None	None	Name, address of solicitor, or law enforcement organization, purpose for which funds are solicited.	One-time registration for solicitors of non-governmental "law enforcement organizations" only. No bond	None
UTAH Dept. of Commerce Division of Consumer Protection P.O. Box 45802 Salt Lake City, UT 84145-0802 801-530-6601	Annual registration/permit. $0-$100 fee, depending upon receipts in State.	Renew registration annually.	Maximum proceeds of $5,000, provided no one is paid to raise funds.	Professional solicitor must present permit card to donor upon request. In telephone solicitation, the information contained on the card must be read only upon request of person solicited.	Registration, $150 fee and $10,000 bond	None

(Continued)

State/ Regulatory Agency	Charitable Organizations				Paid Solicitors	Fund-Raising Counsel
	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Registration/ Licensing and Bonding Requirements	Registration/ Licensing and Bonding Requirements
VERMONT Attorney General Pavilion Office Building Montpelier, VT 05602 802-828-3171	None	Fund raisers must file financial report 90 days after campaign.	None	None	Notice of solicitation must be filed with Attorney General at least 10 days prior to campaign; $20,000 bond.	None
VIRGINIA Division of Consumer Affairs P.O. Box 1163 Richmond, VA 23209 804-786-1343	Annual registration: $30 to $325 fee based on previous year's receipts. Initial registration may require $100 surcharge.	Annual registration by the 15th day of the 5th month following end of fiscal year. Certified treasurer's report for proceeds under $25,000; certified audit or accompanying Form 990 if proceeds over $25,000.	Maximum proceeds of $5,000 if all soliciting is done by volunteers.	Professional solicitor must disclose name, that s/he is paid. All solicitors must disclose name of employer or organization as it is registered with the State. All written solicitations must disclose that financial statements are available from the State Division of Consumer Affairs.	Registration: $500 fee and $20,000 bond. $250 late filing fee.	Registration: $100 fee. No bond.

WASHINGTON Charities Division 505 E. Union 2nd Floor Secretary of State's Office Olympia, WA 98504-0234 206-753-7121	Annual registration, $10 fee.	Renew registration 5 months and 15 days after close of accounting year. Do not file Form 990 or separate financial statement. No extension provision; preliminary report acceptable if final report not ready.	Maximum proceeds of $5,000 if all activities, including soliciting, are done by volunteers.	Solicitation must disclose name, organization, purpose of solicitation, name of charity, whether organization is registered, Secretary of State's toll-free number (1-800-332-4483).	Registration, $50 fee and $15,000 bond for all "independent fund raisers." Bond reduced to $5,000 after first year if fund raiser qualifies with two of the following: Does not handle funds, does not incur expenses on behalf of charity, is not compensated on percentage basis. Bond waived after first year if fund raiser qualifies in all three conditions.	Registration, $50 fee. Must file bond if counsel handles funds, incurs expenses on behalf of the charity, or is compensated on a percentage basis. (See paid solicitor requirements, left.)
WEST VIRGINIA Secretary of State Capitol Bldg. Charleston, WV 25305 304-345-4000	Annual registration, $15-$50 fee, depending on receipts.	Annual registration with audited financial report and Form 990. No audit if proceeds are less than $50,000.	Some groups raising less than $10,000 may be exempt if they do not use professional solicitor.	0Every printed solicitation should include the following statement: "West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305. Registration does not imply endorsement."	Registration, $50 fee and $10,000 bond.	Registration, $50 fee and $10,000 bond.

(Continued)

State/ Regulatory Agency	Charitable Organizations				Paid Solicitors	Fund-Raising Counsel
	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Registration/ Licensing and Bonding Requirements	Registration/ Licensing and Bonding Requirements
WISCONSIN Dept. of Regulation & Licensing P.O. Box 8935 Madison, WI 53708 608-266-0829	Initial registration, $10 fee.	Annual financial report due within 6 months of close of fiscal year. Independent CPA audit required where proceeds exceed $50,000, or paid fund raiser is used. 90-day extension may be granted upon request.	Maximum proceeds of $4,000, provided no one is paid to raise funds.	Sale of product using charitable appeal must include disclosure of amount going to charity.	Registration, $50 fee and $5,000 bond. Individual solicitors must register, $10 fee.	Registration, $50 fee and $5,000 bond.

Comment: New statute becomes effective on December 13, 1992. Nonprofit organization registration fee will be raised to $15. Professional solicitor's bond will increase to $20,000. Fund-raising counsel not having custody of funds will be exempt from registration. Counsel having custody of funds must register and file a $20,000 bond.

State/ Regulatory Agency	Registration or Licensing Requirements	Reporting Dates and Requirements	Monetary Exemptions	Solicitation Disclosure Requirements	Paid Solicitors Registration/ Licensing and Bonding Requirements	Fund-Raising Counsel Registration/ Licensing and Bonding Requirements
WYOMING Secretary of State Capitol Bldg. 200 W. 24th Cheyenne, WY 82002 307-777-7378	None	None	None	None	None	None

This chart is for information purposes only. Readers are advised to contact appropriate state regulatory agencies for legal compliance procedures.

Glossary and notes

Registration and licensing: Most states require charities and fund-raising professionals to register with a regulatory agency before undertaking fund-raising campaigns. Because licensing provisions in North Carolina were declared unconstitutional by the Supreme Court in *Riley v. North Carolina Federation of the Blind*, many states have or are expected to change their statutes accordingly.

Reporting dates: Dates when financial or annual reports of charities must be filed with a regulatory agency.

Monetary exemptions: Charities with receipts and/or assets below a certain dollar amount are often excused from registering or filing reports.

Solicitation disclosure requirements: Disclosures that must be made to the prospective donor in an appeal for funds. The Supreme Court ruled unconstitutional requirements to disclose the percent of the donation that would go to pay for fund-raising costs.

Paid solicitors: Fund raisers — firms as well as individuals — employed to solicit contributions for a charity, and/or who have possession of contributions, must register and/or post bond in many states.

Fund-raising counsel: Fund-raising counsel, as defined in the Model Charitable Solicitation Act, does not solicit or retain custody of contributions. Therefore many states excuse counsel from filing bond or, in some cases, registering.

Giving Worldwide

Last year *Giving USA* began discussing fund raising in other countries with the aim of providing insight into the increasingly international arena in which nonprofits are functioning. The information on international giving, while not comprehensive, details giving in selected countries.

Voluntary Giving in the United Kingdom

There are just over 172,000 charities registered in the United Kingdom. Charities account for nearly four percent of England's gross domestic product and employ 200,000 people in that country. The nonprofit sector in England is larger than the farming industry.[1]

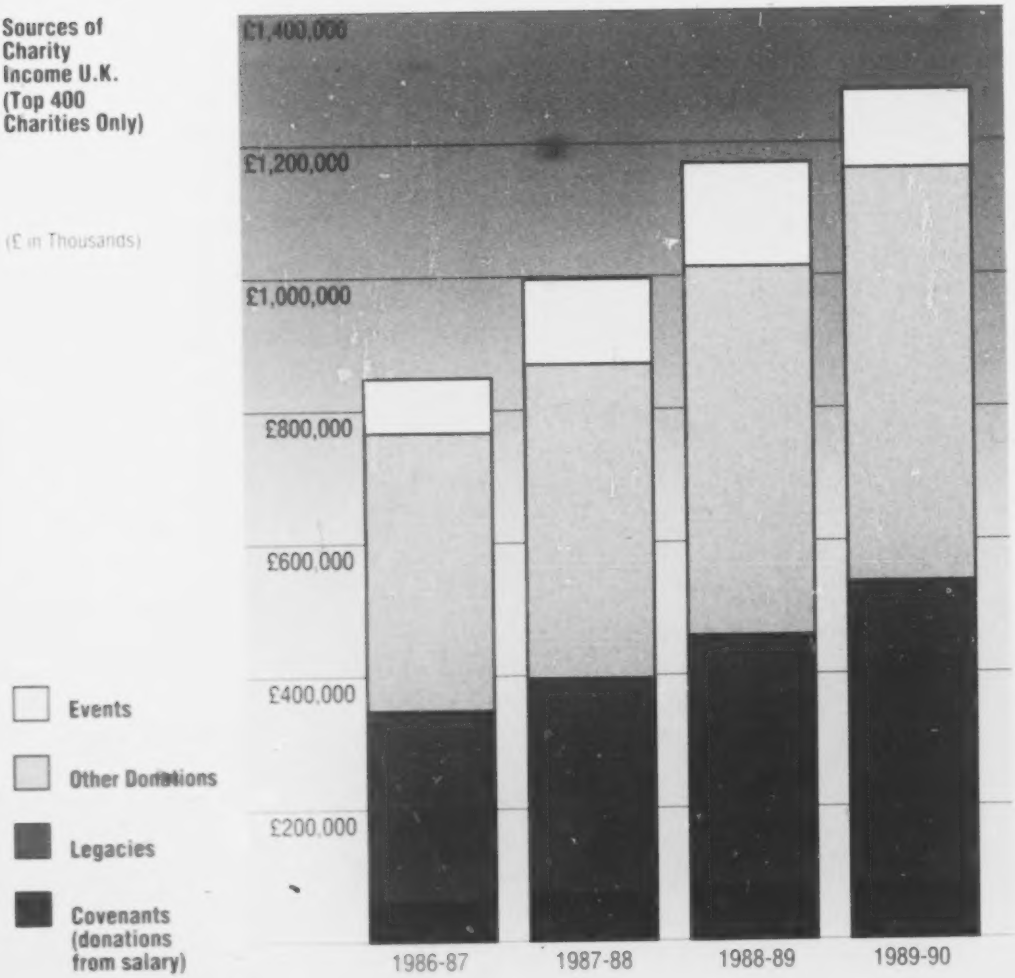
The voluntary income of the top 400 of these British charities increased by 12% in 1990, the last year for which figures are available. Voluntary income for these organizations increased from £1.17 billion ($2.09 billion) to £1.32 billion ($2.35 billion) between 1989-1990. However, inflation in the United Kingdom during the period was about ten percent. Thus, the increase in real terms was closer to one percent. In contrast, the previous year's increase in real terms was about eight percent.[2]

Individuals in the United Kingdom have not been giving more to charity since the mid-1980s when household surveys began to be used as a way of calculating giving. Multiplying the average household gift of a representative sample by the number of British households yields the estimate that giving by individuals to charities in 1987 was between £2.6 billion ($4.6 billion) and £3.9 billion ($7 billion). By 1990 the amount was probably between £3 billion ($5.4 billion) and £4.5 billion ($8 billion). However, the manifest increase in these figures can be explained by inflation and changes in methodology. Giving by individuals has probably not increased at all in England in recent years.[3]

The stasis in giving belies changes in giving patterns, however. Between 1987-1990 there is some evidence that large gifts by the very wealthy increased in value while giving by most people declined. The typical person in the United Kingdom donated less than one percent of income to philanthropies or charities in 1990.

Results of a 1984 Family Expenditure Survey of 10,000 households provide insights about factors which influence giving by British households.[4] To a degree, results of the analysis resemble patterns in the United States, even though some factors, such as tax incentives, differ between the countries.

In the United Kingdom several variables, including education, sex, employment status of the head of household, region and the tax-price of giving, affected whether or not a household reported it made a charitable contribution. However, income



Sources of Charity Income U.K. (Top 400 Charities Only)

(£ in Thousands)

Source: Charities Aid Foundation
Charity Trends 1991

alone correlated with the amount of the contribution. The level of charitable contributions in the United States is also highly correlated with income even though other factors influence whether or not someone donates to a nonprofit.

Another factor highlighted by the Family Expenditure Survey is that in England giving as a proportion of income declines as income increases. That is, the less affluent give a higher percentage of their income to charity than do wealthier persons. In the United States the pattern is similar: though fewer poor households give to nonprofits than do affluent households, among those who make a donation, the poor give a greater proportion of their income than do the wealthy. In both countries giving by the very wealthy is characterized by generous giving by some and very low giving by others, rendering average gift size for the affluent donor a poor indicator of overall giving at high income levels.

Corporate contributions account for just over five percent of the total income of British nonprofits. Company support of nonprofits in the United Kingdom decreased in real terms by three percent between 1990-1991. Pre-tax profits also declined during the period, which probably accounts for much of the drop. As in the United States, education receives the most corporate support in England, followed by health. However, in England, education and health receive nearly equal amounts of support (26.4% and 23.6%, respectively); whereas in the United States, education receives close to 40% of corporate charitable dollars.[5]

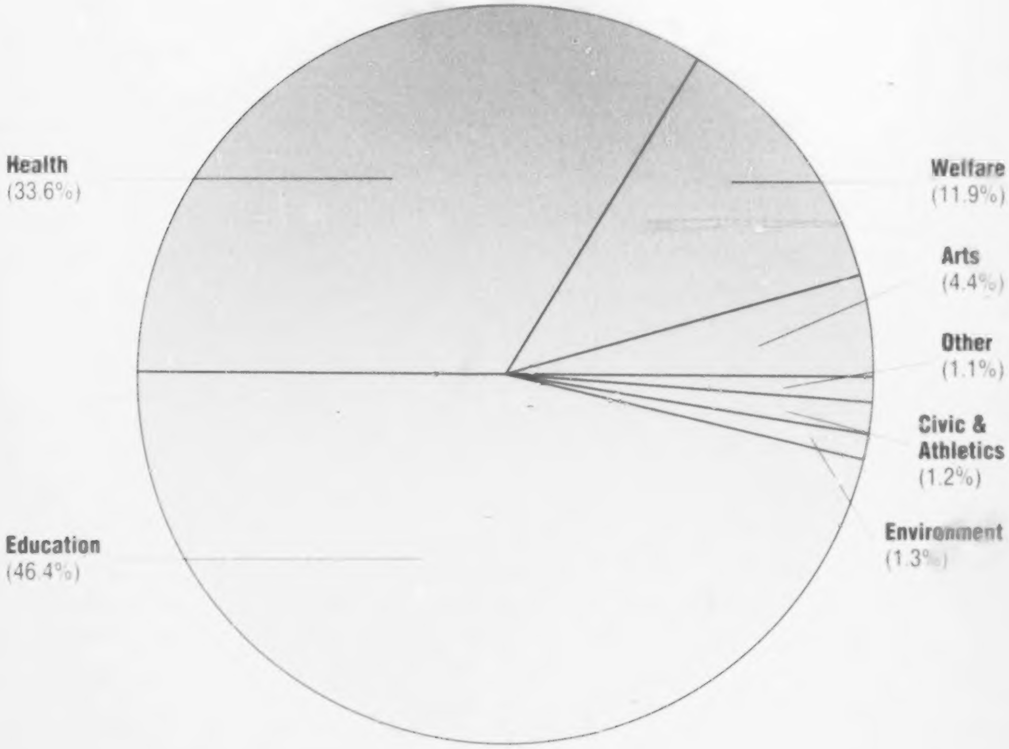
There are about 2,500 Charitable Trusts in Britain, and they distributed over £655 million ($1.17 billion) in grants in 1989-90. Over the four years between 1986-1989, the top 400 of these trusts have paid out increasing amounts of their income in grants. In 1986, the 400 largest charitable trusts paid out 80% of their income in grants; by 1989 they were paying out 87%. The real amount paid out in grants by these trusts has grown steadily over the four-year period, as has their income. Asset levels, on the other hand, declined in two of those four years. The proportion of grants to assets increased steeply between 1989-1990, when assets dipped.[6]

Canadian Fund-Raising Campaigns Level Off in 1991

Canadian nonprofits aimed to raise $3.1 billion, Canadian ($5.2 billion, American) in the fall of 1991. The goal was 3.3 percent higher than the previous fall's goal, but 7.4 percent fewer campaigns were planned. Educational institutions planned the largest campaigns, seeking 46.4% of the dollars, followed by health organizations, including hospitals, that sought 33.6% of the funds.

The estimate of fall campaign goals is prepared by the Institute of Donations and Public Affairs Research (IDPAR). IDPAR data reflect responses to surveys from 839 nonprofits that identify campaigns of $50,000 or more from which funds would be solicited from the private sector. Thus, the survey does not represent all Canadian nonprofits, nor all Canadian fund-raising campaigns. Nonetheless, following the growth or decline in the amount of gifts raised may serve as a barometer

Canadian Fund-Raising Campaigns
Fall, 1991 (Non-Religious)



Total: $3.1 Billion, Canadian ($5.2 Billion, American)

Canadian Campaigns 1991 (Canadian $ in Thousands)

Civic	$ 38.3	**Other**	34.6
Education	1,438.8	**Welfare**	370.2
Environment	40.8	**United Way**	220.5
Health	1,041.4	**Other**	149.7
Hospitals	810.5	**Arts**	137.0
Other	230.9		

Source: The Institute of Donations and Public Affairs Research at The Conference Board of Canada of the state of the secular philanthropic sector in Canada. The report does not include giving to religious organizations.

Corporate Giving in Canada[7]

Giving by a sample of 233 corporations in Canada to Canadian nonprofits increased by 4.1% in 1990, the last year for which figures are available. Health and welfare organizations, which receive the most corporate support in Canada, received a smaller proportion of corporate giving than in the previous year. In 1989, health and welfare organizations received 45.2% of the surveyed corporations' gifts; in 1990, they received 40.1%. The drop is attributed to declines in corporate giving to federated drives, national welfare agencies, hospital capital programs and unclassified health-related groups. Operating grants to hospitals and giving to national and local health agencies and local welfare agencies fared better.

In contrast to their counterparts in the United States, Canadian companies give less to education. In 1990, surveyed corporations gave $37.6 million, Canadian ($62.7 million, American), representing 26.3% of the total, to education. Giving to education in the United States in 1990 represented 38.5% of corporate giving.[8]

Giving by Canadian corporations to environment organizations has been increasing slowly, but steadily, since it was first measured in 1985. In 1985, environment organizations received less than one percent of corporate charitable dollars; in 1990, they received 1.9%.

Tax Treatment of Nonprofits in Ten Countries

Governments can encourage nonprofit organizations in a variety of ways. They provide direct support of their activities through contracts or by appropriating funds for them; they can encourage the public to support them through incentives; they can give nonprofits direct preferential treatment by exempting them from fees, laws and regulations or taxes.

A recent survey highlights policies relating to nonprofits in ten countries.[9] Included in the survey were: Austria, Belgium, Hungary, Israel, Italy, United Kingdom, Spain, Taiwan, Thailand, and West Germany. All of the countries had some provision for defining and supporting the independent sector. There was some exemption from taxes on profits and real estate in most countries, and there were reductions, in varying degrees, on Value Added Taxes (VAT's). Tax deductibility of gifts to nonprofits exists in differing forms in most of the surveyed nations.

In those countries which have a VAT, three (Austria, Italy, and Spain) give full exemption from the tax for designated nonprofits. Others, including Hungary, Israel, and the United Kingdom, treat nonprofits and profit-making organizations differently with regard to the tax, typically offering some reduction for the former.

Unlike the United States, none of the ten countries offer reduced postal rates to nonprofits. Reduced postal rates would be expected to stimulate mailed fund-raising appeals as well as to encourage use of the mails to disseminate educational and membership information.

The tax deductibility of gifts is handled differently among the surveyed countries. In Belgium only a subset of nonprofits may receive tax-deductible gifts. Political parties receive this preference, but churches do not unless the donation goes toward the provision of a specific public service.

In Austria only donations to organizations doing scientific research are deductible, and in Spain only donations to the Spanish Historical Society may be deducted.

Italian citizens may deduct gifts to the Catholic church. They also receive a tax deduction for donations to organizations involved in third world aid and in certain artistic endeavors. Italian companies may deduct contributions to scientific research organizations. Gifts of appreciated property are exempt from capital,gains tax in Italy.

In the United Kingdom an individual donor may only deduct a gift if it is taken directly from payroll either in the form of a straight deduction or in the form of what is called a covenant. In making a covenant, the donee authorizes payments to be made from his or her salary to a nonprofit. Covenants must be authorized for at least four years.

In all countries there are limits to the amount that may be deducted, and the tax rate itself also affects the value of the deduction. In countries with high tax rates, the deduction is worth more and thus the tax incentive to give is stronger. For example, in Hungary tax rates for individuals may exceed 50%. Thus, more than half of every dollar some Hungarians give to a nonprofit will ultimately be deducted from future tax payments. Also, persons in higher tax brackets get more of a tax benefit from the deduction than do those in lower brackets.

Israel, however, uses a tax credit instead of a tax deduction to encourage giving. A tax credit gives the same deduction to all taxpayers because it is not based upon one's tax bracket, and thus it is not based upon income. In this way, upper-income citizens may still benefit more, because they can afford to give more, but, dollar-for-dollar, their gifts are treated the same as gifts from less affluent persons.

Notes to Giving Worldwide

1/ Eric Jacobs, *Telegraph Magazine*, pp. 18-31.

2/ Judith McQuillan, ed., and Michael Brophy, *Charity Trends 1991 (14th Edition)*, Tonbridge, U.K.: Charities Aid Foundation, 1991, pp. 10-12.

3/ *ibid.*, p. 116.

4/ Information about the Family Expenditure Study is from *Applied Economics*, vol. 23, no. 2, February, 1991, pp. 343-353, by Andrew Jones and John Posnett.

5/ Judith McQuillan, ed., *op. cit.*, p. 67.

6/ *ibid.*, pp. 128-147.

7/ Data about Canadian companies are from *Corporate Community Investment in Canada 1990: Survey Results — Summary*, Twentieth Edition, Institute of Donations and Public Affairs Research (IDPAR), by Janet Rostami.

8/ *Corporate Contributions 1990*, New York: The Conference Board, 1990, p. 16. This figure only represents the 330 companies that responded to the Conference Board survey.

9/ Burton A. Weisbrod, "Tax Policy Toward Nonprofit Organizations: A Ten-Country Survey," *The Nonprofit Sector in the Global Community: Voices from Many Nations*," Kathleen D. McCarthy, Virginia A. Hodgkinson, Russy D. Sumariwalla, *et al.*, San Francisco: Jossey-Bass, Inc., 1992, chapter 2.

Annual Report

AAFRC Trust for Philanthropy 1991 Annual Report

AAFRC Trust for Philanthropy, 1991 Annual Report

Message from the Chairperson

The AAFRC Trust for Philanthropy has concluded another successful year of fulfilling its mission of advancing philanthropy through education and research. Highlights of its current programs and new initiatives include:

- **GIVING USA.** The 36th edition was the largest ever with three new chapters: one on state laws regulating charitable solicitations, one on giving to environmental issues, and one on giving to international organizations.

- **Giving USA Update.** The Trust's newsletter featured articles on business/school partnerships, AIDS funding, Black volunteers as givers and fund raisers, Britain's voluntary sector, and Japanese corporate giving as well as reviews of new publications and the Annual Survey of State Solicitation Laws.

- **The Maurice G. Gurin Forum on Philanthropy**. Established and endowed in 1990, the first Forum on Philanthropy and the Media will take place in May 1992 with Robert MacNeil, executive editor of public television's *MacNeil/Lehrer NewsHour*, as moderator.

- **John Grenzebach Awards for Outstanding Research in Philanthropy.** The fourth annual awards, made in cooperation with the Council for Advancement and Support of Education (CASE), went to Dr. Kathleen Kelly of the University of Maryland for outstanding doctoral dissertation and to Dr. Jeffrey Brudney of the University of Georgia for outstanding published scholarship.

- **The Nonprofit Sector Research Fund.** The Fund, located within the Aspen Institute, awarded its first rounds of research grants in philanthropy. The AAFRC Trust for Philanthropy is among the "founding" funders, along with the Ford Foundation, the Rockefeller Brothers Fund, the Charles Stewart Mott Foundation, and others, that have contributed to a pool of funds from which awards will be made.

- **The American Association of Colleges/AAFRC Project.** Started in 1985-86 as the first comprehensive initiative to introduce undergraduate courses in philanthropy into the college curriculum, this successful program was completed in 1991 with 14 schools now participating.

- Funded by the Trust and nearly completed is the **Anthology of Readings in Philanthropy**. Being compiled and edited by the Program on Nonprofit Organizations at Yale University, this will be the first definitive set of resources on the development of American Philanthropy. Scheduled for publication in 1992.

- **Lectures on Current Areas of Interest.** Reflecting the ongoing interest of the Trust to support research on the impact of economic cycles on philanthropy, two lectures were given to the Trust's board of directors and committee members:

  Gabriel E. Rudney, Trust board member and former Treasury official and Brookings Institution Scholar, shared his research findings on *Giving Habits of the Wealthy*.

  Burton Weisbrod, Director of the Center for Urban Policy and Research at Northwestern University and author of **The Nonprofit Economy** presented his research on *Elasticity of Price*, economic concepts and fund-raising costs related to philanthropy.

- **National Philanthropy Day.** Once again, the Trust joined other organizations to sponsor this activity.

It has been a pleasure to serve as Chair of the Trust for the last two years and to be a part of this uniquely American enterprise.

Jimmie R. Alford
Chairperson, 1990-1991

Donors to the Trust

Individuals

($1000 and above)

James J. Biggins
John B. Cummings
Michael DeNunzio
John G. Foerst, Jr.
Jane C. Geever
Toni K. Goodale
William Hanrahan
David Norris
Robert Simonds
Lawrence Weber

($500 - 999)

Jimmie & Ellen Alford
William L. Carlton
John Glier
Martin Grenzebach
Patrick Moughan
James Norvell
Gary E. Rounding
Gabriel G. Rudney
John H. Williams

($100 - 499)

Jacqueline Barlament
Edward S. Berry
Mary Alice Bird
Wendy Boyle
Robert J. Brown
Maree Bullock
Robert Calvert
Robert E. Carter
Gerald Clodfelter
David R. Clugston
Owen Cooke
Don Corrao
Lucille Danaher
Patrick DiSalvatore
John Dolan
Jack Donovan
Len Doran
J. Christopher Duguay
Sara Engelhardt
William Erving
Eric Gearhart
Michael Gerun
Thomas Golightly
Rino Grzinic
Anthony Gwiazdowski
Thomas Hanrahan
Joanne Hayes
George Hayward
Norbert Healy
James Johnson
Stephen Katsivelos
Charles D. Kimpel
Robert Kissane
Kerry Kruckel
Denise Kulawik
John G. Lane
Bernadette Lane
Karl Leggett
Brian Liedlich
Maria Liedlich
Timothy McDonnell
Paul Miles
Ralph Nelson
David Phillips
James Rodgers
Timothy Rogers
Vincent Saele
Eugene A. Scanlon
Christine Selecman
Dennick Skeels
Charles V. Snyder
Richard Stevens
Sue Stern Stewart
Roy Temper
Scott Vachon
Stephen Wertheimer
M. Randall Winn
Anonymous

(other)

Louise Bell
Mark Berlyn
Richard Bradford
Ruth Chaplin
Nancy DeNatale
Dallas P. Dickinson
Mary I. Finkle
Matthew Fitzsimons
Robert Guelzow
Craig Hall
Larry C. Johnson
John F. Kennedy
John Landry
David McBeth
Brian Nevins
Robert B. Rice
Peter Roell
Robert Rose
John B. Sloan
Victoria Sparks
Jeffrey Wampler
Milton Hood Ward
Philip Warner
John Wellington
Payson Wild

Member Firms

($1.000 and above)

American City Bureau
Campbell & Company, Inc.
Community Counselling Service
John B. Cummings, Inc.
John Grenzebach & Associates, Inc.
The Bill Heim Company
Robert F. Semple Associates
Staley/Robeson Inc.

($500 - 999)

Alford, Ver Schave & Associates, Inc.
Development Management Associates
IDC
J. C. Geever, Inc.
J. Donovan Associates
The Kellogg Organization, Inc.
Ruotolo Associates
Ward, Dreshman & Reinhardt

Other Organizations

General Conference of Seventh Day Adventists
Haney-Kennedy Sinclaire

The Maurice G. Gurin Annual Forum on Philanthropy

AAFRC Member Firms

Alford, Ver Schave & Associates, Inc.

Other Organizations

Brakeley, John Price Jones, Inc.
Lilly Endowment, Inc.
Projects Plus

Individuals

Jimmie & Ellen Alford
Thomas & Gayle Cratty
Jane C. Geever
Toni K. Goodale
Duncan & Adrienne Hartley
Robert E. Higginbotham
Charles Lawson
Aldo C. Podesta
Flora Rothenberg
Gabriel & Shirley Rudney
George C. Ruotolo
Stephen Wertheimer

Arthur Raybin Memorial Fund

Arthur D. Raybin Associates, Inc.

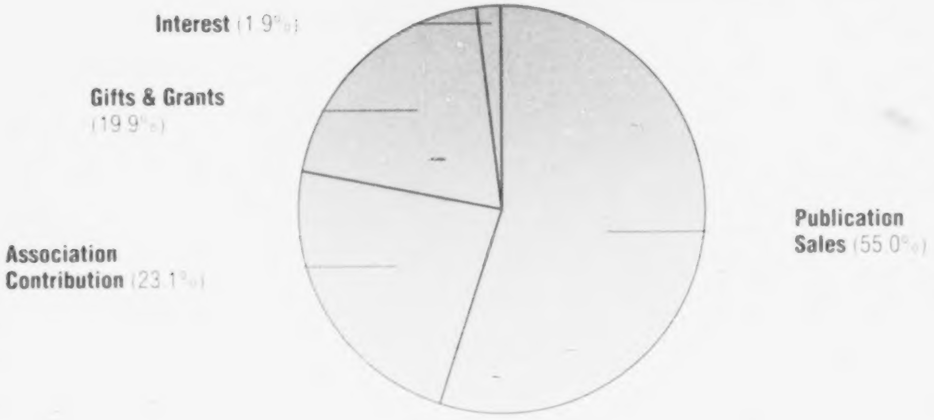
GIVING USA

Supported by AAFRC Member Firms
Kansai Keizai Doyukai (Kansai Committee for Economic Development)
Marts and Lundy

How to Give to the Trust

Gifts, in the form of cash, securities, trusts, or bequests, are eligible for the most advantageous tax treatment available by law for contributions to the AAFRC Trust for Philanthropy, a 501(c)(3) organization. All contributions are used directly to promote research and understanding of philanthropy's role in American life and to disseminate information about research and programs in philanthropy.

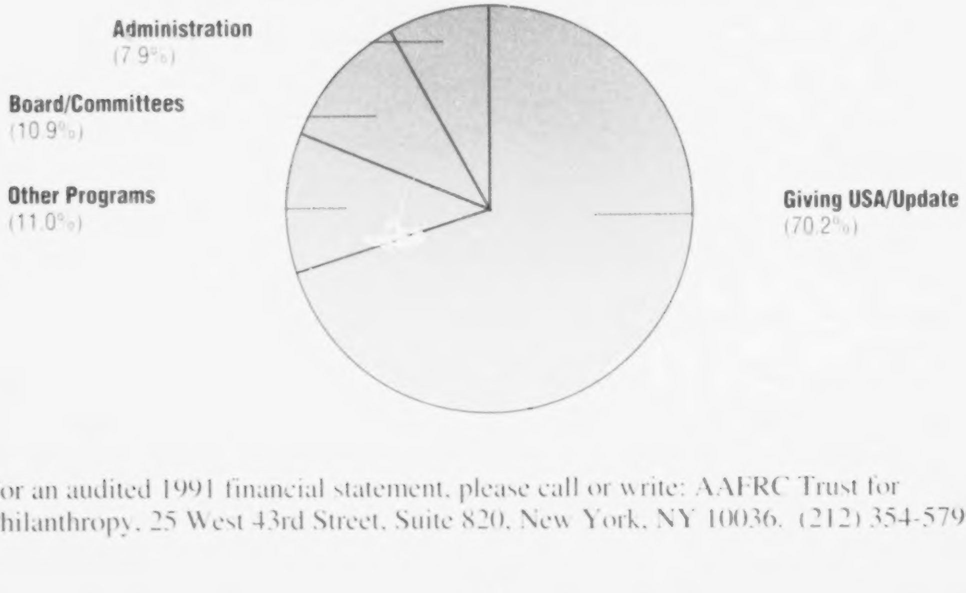
Income — January 1-December 31, 1991



INCOME: $454,919
- A. Publication Sales
  $250,426 (55.0%)
- B. Gifts & Grants
  $90,645 (19.9%)
- C. Interest
  $8,580 (1.9%)
- D. Association Contribution
  $105,268 (23.1%)

EXPENSES: $443,741
- A. Administration
  $34,985 (7.9%)
- B. Board/Committees
  $48,292 (10.9%)
- C. Giving USA/Update
  $311,727 (70.2%)
- D. Other Programs
  $48,737 (11.0%)

Expenses — January 1-December 31, 1991



For an audited 1991 financial statement, please call or write: AAFRC Trust for Philanthropy, 25 West 43rd Street, Suite 820, New York, NY 10036. (212) 354-5799.

AAFRC Trust for Philanthropy
Officers and Board Members - 1991

The Trust is governed by a Board of Directors consisting of individuals who are leaders of AAFRC member firms and outside "public directors" who are especially committed to the Trust's mission.

Officers

Jimmie R. Alford, *Chairperson*
Martin Grenzebach, *Vice Chairperson*
Joanne Hayes, *President*
Harry L. Staley, *Treasurer*
Robert J. Zuer, *Secretary*

Other Directors

Diane M. Carlson
John L. Casey
Sara Engelhardt
John G. Foerst, Jr.
Jane C. Geever
Toni K. Goodale
Joanne Hayes
Sumner G. Rahr
Gary E. Rounding
Gabriel E. Rudney
George C. Ruotolo, Jr.
Paul H. Singer
Harry L. Staley
Sue Stern Stewart
Lawrence M. Weber
Russell G. Weigand
Stephen Wertheimer
M. Randall Winn

American Association of Fund-Raising Counsel, 1991 Member Firms

Alford, Ver Schave & Assoc. Inc.
American City Bureau
Paul Blanshard Associates, Inc.
Campbell & Company, Inc.
Community Counselling Service Co., Inc.
Cosgriff Company
John B. Cummings Co., Inc.
Development Management Associates
J. Donovan Associates, Inc.
Charles R. Feldstein and Co., Inc.
J.C. Geever, Inc.
Goodale Associates
John Grenzebach & Associates, Inc.
The Bill Heim Company
IDC
The Kellogg Organization, Inc.
Ketchum, Inc.
The Martin J. Moran Co., Inc.
Sumner Rahr & Company, Inc.
Arthur D. Raybin Associates, Inc.
Ruotolo Associates Inc.
Robert F. Semple Associates
Staley/Robeson, Inc.
Staley/Robeson/Ryan/St. Lawrence, Incorporated
Ward, Dreshman & Reinhardt, Inc.
Milton Hood Ward and Co., Inc.

Appendixes

A. Methodology

B. Advisory Council on Methodology and Editorial Advisory Committee

C. Sources of Philanthropic Information

D. National Taxonomy of Exempt Entities

Appendix A

Methodology

AAFRC Trust for Philanthropy estimates of charitable contributions are derived from numerous sources. Survey data — both from the Trust's own annual surveys and from surveys by other organizations — and an econometric model are the two primary methods for estimating giving. The Trust also benefits from the knowledge of experts in the field.

Following is a description of the methodology for deriving the estimates in *Giving USA 1992*. Users of this book should understand that the data are preliminary estimates that may be revised as more information becomes available.

Giving by Individuals

The estimate of giving by individuals is obtained through a mathematical equation correlating personal giving with five factors which, over time, have demonstrated a statistically significant relationship to the amount of personal contributions. The equation, known as the Personal Giving Estimating Model (PGEM), was developed by Dr. Ralph Nelson of Queens College, City University of New York.

The five factors are: (1) total personal income, the factor given the most weight; (2) population in the prime-giving ages of 35-64; (3) Standard and Poor's 500 Stock Index for the months of November and December; (4) political party of the President of the United States, a factor which slightly enhances the predictability of the model; (5) the "time trend", a method of incorporating the progressive effect of other variables. The five factors are the result of Dr. Nelson's construction of an independent time series containing what was called the "best estimate" of annual personal giving from 1948-1982.

For the current edition, the "best estimate" series is carried through 1990. For the period 1948-1990, the annual giving "best estimate" consists of the actual charitable donations declared by Americans who itemized their deductions as reported by the Internal Revenue Service plus an estimate of donations by Americans who did not itemize. "Best estimates" for 1989 and 1990 are based upon preliminary IRS data and will be revised to reflect revised IRS data.

The "best estimate" of total personal giving based on direct IRS data was made through 1990 for the current edition of *Giving USA*. Data for 1991 were not available at the time of publication; to provide estimates for 1991, the PGEM equation was used. The equation is based on data for the "normal" 37-year period 1948-1984 — before the peak charitable contributions law (CCL) years of 1985-1986 — and the low-growth, post-CCL year of 1987.[1]

The PGEM and the estimation process follow.

Equation for the Personal Giving Estimating Model (1991 Index of TPG, 1990 = 100)

$$\ln TPG = -30.4317 + 1.0249 \ln PI - 0.0339\ TIME + 2.4098 \ln GAP + 0.0861 \ln SPND + 0.0137\ PRES$$

where:

ln TPG = natural logarithm of Total Personal Giving measured in millions of dollars

ln PI = natural logarithm of Personal Income measured in billions of dollars

TIME = time trend variable having a value of 1 for 1948, and increasing by each year to a value of 44 for 1991

ln GAP = natural logarithm of number of persons of age 35-64 (Prime-Giving Age Population)

ln SPND = natural logarithm of the November-December average of Standard and Poor's 500-Stock Index (1943 = 10)

PRES = political party of incumbent President having a value of 1 if a Republican and 0 if a Democrat

Estimate of Index of Total Personal Giving for 1991, 1990 = 100

Data for the five explanatory variables for 1990 and 1991 were:

	PI	TIME	GAP	SPND	PRES
1990	4679.8	43	83.950	322.02	1
1991	4833.9	44	85.719	387.22	1

Applying these five factors to the PGEM equation, the PGEM estimate for the 1991 index of TPG was 106.76. Thus, 1991 TPG was projected to be 6.76 percent greater than that for 1990.

Giving by Bequest

For years prior to 1981, *Giving USA* reports net charitable deductions as estimated by the IRS. From 1981 to the present, the estimate aims to account for bequests which would not be included in the IRS estimate. Specifically, these include bequests from estates with net worths below the level at which they must file with the IRS. For 1991 this amount is $600,000. Also, the AAFRC Trust's estimate aims to include bequests from those large estates which filed with the IRS but did not need the charitable deduction for tax purposes and therefore did not calculate it. Finally, an effort is made to consider such entities as charitable lead trusts, gifts from which are not captured in the IRS data.

From a baseline established in 1981, changes in bequests for higher education (calculated by the Council for Aid to Education) and bequests to other recipients (calculated by the AAFRC Trust for Philanthropy) are applied to the previous year's estimated total. Between 1986-1990 the *Giving USA* estimate of bequests from all estates has been between 136-168% of the IRS estimate of bequests by large estates.

Giving by Foundations

The estimate of giving by foundations aims to project grants paid by community and private foundations and is based on a survey of approximately 300 foundations conducted annually by the AAFRC Trust for Philanthropy. The results of the survey are used in conjunction with data from The Foundation Center to estimate foundation giving.

Grants made by the responding foundations for the current year are compared to those made the previous year, and the percentage difference is applied to the revised estimate for the prior year. When appropriate, the results may be adjusted to minimize the effect of anomalous developments, such as a surge in grants from one large foundation, which would skew estimates in an unrepresentative manner.

Revisions to *Giving USA* estimates are made when The Foundation Center data are available. In this edition of *Giving USA*, foundation grants from 1955-1985 and 1988-1990 are those reported in *The Foundation Center's National Data Book*. (The *Data Book* did not report grants for 1986, which affected *Giving USA's* 1986 and 1987 estimates of foundation giving.)

Giving by Corporations

The estimate of corporate contributions is developed by the Council for Aid to Education, based on two annual surveys: the *Survey of Voluntary Support of Education* and the *Annual Survey of Corporate Contributions* (sponsored with and conducted by The Conference Board).

The *Survey of Voluntary Support of Education*, covering the fiscal year ending June 30, yields data on corporate gifts to colleges and universities which are then used to project corporate giving as a whole for that fiscal year. This projection is then modified in accordance with data obtained from the Annual Survey of Corporate Contributions, which covers the previous calendar year and reflects between 35-40% of total corporate contributions for that year. This modified figure appears as the original estimate in *Giving USA*. The preliminary estimate is modified for the following year's edition of *Giving USA* as later survey data become available.

Until this edition, *Giving USA* modified the data a third, and final time, when IRS data on corporate contributions became available. However, the IRS data capture transactions other than corporate philanthropy. For the 1992 edition of *Giving USA* corporate contributions tables are revised to reflect gifts by corporations and their foundations to nonprofits. The IRS figures reflect gifts by corporations and transfers from corporations to company foundations. Grants paid by company foundations are not included in the IRS figures, and transfers from corporations to company foundations are not included in the *Giving USA* figures.

Revisions to the data for the years prior to 1990 are from the Program on Nonprofit Organizations at Yale University. Specifically, new data are from "Improved Measures of Corporate Contributions."[2] Estimates from 1990 and 1991 are from the Council for Aid to Education and

The Conference Board. Further discussion of this methodology is found in the chapter, "Giving by Corporations."

Giving to Religion

The estimate of giving to religion, recalculated since 1987, is based on a biennial survey sponsored by Independent Sector and an annual survey by The Foundation Center. The Independent Sector survey estimates the percent of household giving allotted to religion and The Foundation Center survey estimates the percent of foundation giving allotted to religion. These percentages are applied to *Giving USA's* estimates of individual and foundation giving, respectively. When appropriate, large bequests to religion will be added to the estimate. Corporations do not traditionally give to religious organizations, but if there were any significant changes in corporate policy, *Giving USA* would aim to capture the effect. Further discussion of methodology and estimating gifts to religion is found in the chapter, "Giving to Religion."

Giving to Education

The estimate of giving to education from 1980 to 1990 is projected from three sources: The survey of *Voluntary Support of Education*, conducted each fiscal year by the Council for Aid to Education; the annual *Corporate Support of Education Report*, prepared by the Council for Aid to Education from The Conference Board's *Annual Survey of Corporate Contributions;* and education grants from non-corporate foundations as reflected in *The Foundation Directory*. The aim is to add to the Council for Aid to Education's total of giving to higher, secondary, and elementary education gifts to other kinds of educational institutions, such as libraries.

The 1990 estimate was reevaluated using data from the Council for Aid to Education, Independent Sector, The Conference Board, and The Foundation Center and was not revised.

To the 1990 estimate, the AAFRC Trust applied the average change over two fiscal years in the Council for Aid to Education's estimate of giving to Higher Education. The totals were, in effect, used as a barometer of change in the sector overall. Since most gifts to education go to higher education, this was viewed as a reasonable estimate of the change in giving to the sector. The 1991 estimate will be reevaluated for the next edition to account for new or revised data.

From 1960 to 1972, the estimates of giving to education are based on estimates from the Commission on Private Philanthropy and Public Needs, generally referred to as the Filer Commission after its chairman, John H. Filer. From 1973-1979, the estimates are projections based on the Commission's data.[5]

Giving to Health

The estimate of giving to health from 1973 through the present is projected from a survey of leading health associations conducted by the AAFRC Trust for Philanthropy, and (since 1986) a survey of nonprofit hospitals conducted by the Association for Healthcare Philanthropy (AHP). The percentage change between the current and prior years in giving to health organizations and nonprofit hospitals is applied to the previous year's estimate to yield the current year's estimate.

From 1960-1972, health estimates are those prepared by the Filer Commission.[4]

Giving to Human Services

The estimate of giving to human service organizations is derived from a survey of major human service providers conducted by the AAFRC Trust for Philanthropy and data reported by the United Way of America.

The amount contributed to human service groups from United Way is calculated for the prior and current year by applying the percentage of contributions from United Way that go to human service groups to the total United Way contributions figure. Both the percentages and the totals are provided by United Way of America.

From the current survey of human service groups, gifts made via United Way are subtracted, and the percentage change in other gifts to surveyed human service groups is applied to the previous year's estimate of giving to human services, minus the amount of that estimate that came from United Way. To this figure (the "non-United Way" giving to human services figure) is added the estimated total amount contributed to human services by United Way in the current year.

Giving to Arts, Culture, and Humanities

The estimate of giving to arts, culture, and humanities is projected from surveys of art museums, dance, opera and theater companies, symphony orchestras, and public broadcasting stations conducted by their respective service and professional associations. These include the Association of Art Museum Directors, Dance/USA, Opera America, Theatre Communications Group, American Symphony Orchestra League, and the Corporation for Public Broadcasting. When it is warranted, data are adjusted to account for annual differences in response rates to surveys. The percentage change from the past to the current year is then applied to the prior year's estimate to yield the current year's estimate.

Giving to Public/Society Benefit

The estimate of giving to public/society benefit organizations is projected from an AAFRC survey of giving to those organizations. The percentage change between the prior and current year is applied to the past year's estimate to yield the current year's estimate.

Giving to Environment/Wildlife and Giving to International Affairs

The estimate of giving to environment/wildlife, which includes giving to animal-related organizations, and the estimate of giving to international affairs appeared for the first time in the 1991 edition. The 1991 book projected giving based on a survey of leading groups in the fields conducted by the AAFRC Trust for Philanthropy, plus surveys sponsored by Independent Sector, The Foundation Center, and The Conference Board.

The percentages of individual, foundation, and corporate giving that went to these sectors as estimated by Independent Sector, The Foundation Center, and The Conference Board were applied to the AAFRC Trust's estimates of giving from individuals, foundations, and corporations, respectively. The sum of the ensuing calculations yielded estimates for 1987-1989.

To the 1989 baselines, the AAFRC applies percentage changes in giving reported by environment, wildlife, and animal groups and by groups involved in international affairs. The percentage change reported by these groups from the prior to the current year is applied to the prior year estimate to yield the current year's estimate.

Notes

1/ Ralph L. Nelson, Ph. D., *The Amount of Total Personal Giving in the United States 1948-1982, with Projections to 1985 Using the Personal Giving Estimating Model*, Arlington, VA: United Way Institute, 1986, p. 6.

2/ Hayden W. Smith, *Improved Measures of Corporate Contributions*, Program on Nonprofit Organizations, Yale University, 1991

3/ Ralph L. Nelson, "Private Giving in the American Economy: 1960-1972," Research Papers Sponsored by the Commission on Private Philanthropy and Public Needs, *Volume I: History, Trends, and Current Magnitudes*, Washington, D.C.: U.S. Department of the Treasury, 1977.

4/ *ibid.*

Appendix B

Advisory Council on Methodology

The Advisory Council on Methodology for *Giving USA 1992*, comprised of experts in the field of philanthropic research, meets as necessary to review and critique progress and procedures. Individual members also consult on an ongoing basis with the staff of the AAFRC Trust for Philanthropy.

Advisory Council Members

Elizabeth T. Boris
Director, The Aspen Institute
Nonprofit Sector Research Fund

Virginia Ann Hodgkinson
Vice President, Research
Independent Sector

Anne Klepper
Director, Contributions
Management Institute
The Conference Board

David Morgan
Director of Research
Council for Aid to Education

Ralph L. Nelson
Professor of Economics
Queens College
City University of New York

Loren Renz
Vice President for Research
The Foundation Center

Gabriel G. Rudney
Research Associate
Program on Nonprofit
Organizations
Yale University; and
Research Associate
Institute for Policy Studies
The Johns Hopkins University

Lester M. Salamon
Director
Institute for Policy Studies
The Johns Hopkins University

Joanne B. Scanlan
Vice President
Research & Professional
Services
Council on Foundations

Hayden Smith
Visiting Scholar
Program on Nonprofit
Organizations
Yale University

Russy D. Sumariwalla
Interim President &
Chief Executive Officer
United Way International

Editorial Advisory Committee

Martin Grenzebach
Chairman
John Grenzebach & Associates,
Inc.

John B. Cummings
President
John B. Cummings Co., Inc.

Publication

Ann E. Kaplan
Editor

Joanne Hayes
Publisher

D. Carol Chesler
Publications Coordinator

Danna Osterweil
Press Relations

Georgette Temple
Subscriptions & Sales

Greta Elysee
Julie Lawrence
Gaylene Santos
Research Assistants

In Appreciation

The Editor wishes to convey special appreciation and gratitude to *Stephen M. Noga* and *Murray S. Weitzman* of the National Center for Charitable Statistics and Independent Sector for their vast contributions of time and insight and also for their good humor and kindness.

Appendix C

Sources of Philanthropic Information

Organizations and Associations

American Association of Fund-Raising Counsel & AAFRC Trust for Philanthropy
25 West 43rd Street
New York, NY 10036
212-354-5799

American Council for the Arts
One East 53rd Street
New York, NY 10022
212-245-4510

American Council on Education
One Dupont Circle
Suite 800
Washington, D.C. 20036
202-939-9300

American Prospect Research Association
1600 Wilson Blvd.
Suite 905
Arlington, VA 22209
703-525-1191

American Symphony Orchestra League
777 14th Street, N.W.
Suite 500
Washington, D.C. 20005
202-628-0099

Association of Art Museum Directors
41 East 65th Street
New York, NY 10021
212-249-4423

Association for Healthcare Philanthropy
313 Park Avenue, Suite 400
Falls Church, VA 22046
703-532-6243

Business Committee for the Arts, Inc.
1775 Broadway, Suite 510
New York, NY 10019-1942
212-664-0600

Charities Aid Foundation
48 Pembury Road
Tonbridge
Kent TN9 2JD
England
011-44-771333

The Conference Board
845 Third Avenue
New York, NY 10022
212-759-0900

Conference Board of Canada
255 Smyth Road
Ottawa K1H 8M7
Ontario, Canada
613-526-3280

The Conference Board Europe
Avenue Louise
207 - Bte 5, B-1050
Brussels, Belgium
011-02-640-6240

Corporation for Public Broadcasting
901 E Street, N.W.
Washington, D.C. 20004
202-879-9600

Council for Advancement and Support of Education
11 Dupont Circle, N.W.
Suite 400
Washington, D.C. 20036
202-328-5900

Council for Aid to Education
51 Madison Avenue
Suite 2200
New York, NY 10010
212-689-2400

Council on Foundations
1828 L Street, N.W.
Suite 1200
Washington, D.C. 20036
202-466-6512

Council of Jewish Federations
730 Broadway, 2nd Floor
New York, NY 10003
212-598-3500

Dance USA
777 14th Street, N.W.
Washington, D.C. 20005
202-628-0144

European Foundation Centre
51 rue de la Concorde
B-1050 Brussels, Belgium
011-32-5128938

Evangelical Council for Financial Accountability
585 Grove Street
Herndon, VA 22070-4726
703-435-8888

*The Foundation Center**
79 Fifth Avenue
New York, NY 10003
212-620-4230
800-424-9836

Foundation for Independent Higher Education
5 Landmark Square, 330
Stamford, CT 06901-2502
203-353-1544

The Fund-Raising School
Indiana University
Center on Philanthropy
550 West North Street
Suite 330
Indianapolis, IN 46202-3162
317-274-4200

Independent Sector
1828 L Street, N.W.
Washington, D.C. 20036
202-223-8100

National Association of Independent Schools
75 Federal Street
Boston, MA 02110
17-451-2444

National Catholic Development Conference
86 Front Street
Hempstead, NY 11550
516-481-6000

---

*Maintains regional collections in public libraries in Cleveland, San Francisco, and Washington, D.C., in addition to more than 175 cooperating collections throughout the country.

National Charities Information Bureau
19 Union Square West
New York, NY 10003
212-929-6300

National Committee on Planned Giving
Indiana University
Center on Philanthropy
550 West North Street
Suite 304
Indianapolis, IN 46202-3162
317-684-8918

National Committee for Responsive Philanthropy
2001 S Street, N.W
Suite 620
Washington, D.C. 20009
202-387-9177

National Council of Churches
475 Riverside Drive
Suite 868
New York, NY 10115
212-870-2511

National Health Council
1730 M Street, N.W
Suite 500
Washington, D.C. 20036
202-785-3913

National Network of Women's Funds
1821 University Avenue
Suite 409 North
St. Paul, MN 55104
612-641-0742

National Society of Fund Raising Executives
1101 King Street
Suite 3000
Alexandria, VA 22314
703-684-0410

Opera America
777 14th Street, N.W.
Suite 520
Washington, D.C. 20005
202-347-9262

Philanthropic Advisory Service Council of Better Business Bureaus
4200 Wilson Blvd
Suite 800
Arlington, VA 22203
703-276-0100

Theater Communications Group
355 Lexington Avenue
New York, NY 10017
212-697-5230

United Way of America
701 N. Fairfax Street
Alexandria, VA 22314
703-836-7100

Publications

Directories and Reference Books

1991 Conservation Directory
National Wildlife Federation
(Washington, D.C., 1991)

Charity Trends 14 Edition
Charities Aid Foundation
(Tonbridge, England, 1991)

Corporate Contributions Report 1990
The Conference Board, Inc.
(New York, NY 1992)

Directory of African-American Religious Bodies
Howard University Press
(Washington, D.C., 1991)

The Economic Report of the President
Transmitted to Congress February 1992
U. S. Government Printing Office
(Washington, D.C., 1992)

The Foundation Directory 1992 Edition; The Foundation Grants Index 1992; National Directory of Corporate Giving 1992; National Data Book of Foundations 16th Edition
The Foundation Center
(New York, NY, 1992)

Nonprofit Almanac 1992-1993 Dimensions of the Independent Sector
Jossey-Bass Inc.
(San Francisco, CA, 1992)

Yearbook of Canadian and American Churches 1991
National Council of the Churches of Christ
(New York, NY, 1991)

Periodicals

The Chronicle of Higher Education
1255 Twenty-Third Street, N.W.
Washington, D.C. 20037
202-466-1000

The Chronicle of Philanthropy
1255 Twenty-Third Street, N.W.
Washington, D.C. 20037
202-466-1000

Corporate Philanthropy Report
3218 Fuhrman Avenue East
Seattle, WA 98102
206-329-0422

Foundation News
1828 L Street, N.W.
Washington, D.C. 20036
202-466-6512

Fund Raising Management
224 Seventh Street
Garden City, NY 11530
516-746-6700

National Center for Nonprofit Boards
1225 19th Street NW, Suite 340
Washington, D.C. 20036
202-452-6262

NonProfit Times
190 Tamarack Circle
Skillman, NJ 08558
609-921-1521

Nonprofit and Voluntary Sector Quarterly
Jossey-Bass Publishers
350 Sansome Street
San Francisco, CA 94104

Philanthropic Digest
Box 7059
Wilton, CT 06897
203-762-5746

Taxwise Giving
13 Arcadia Road
Old Greenwich, CT 06870
203-637-4553

Voluntas
Manchester University Press
Oxford Road
Manchester M13 9PL
England

Academic Centers on Philanthropy and Related Subjects

Center on Culture and Economy
Boston College
Social Welfare Research Institute
515 McGuinn Hall
Chestnut Hill, MA 02167

Mandel Center for Nonprofit Organizations
Case Western Reserve University
1090 Euclid Avenue
Cleveland, OH 44122-7164

Center for the Study of Philanthropy
City University of New York
The Graduate Center
33 West 42nd Street, Room 1512
New York, NY 10036

Center for the Study of Philanthropy and Voluntarism
Duke University
Institute of Policy Sciences
and Public Affairs
4875 Duke Station
Durham, NC 27706

Masters of Association Management Program
George Washington University
School of Government and
Business Administration
Washington, D.C. 20052

Indiana University Center on Philanthropy
Indiana University/Purdue
University at Indianapolis
550 West North Street
Suite 301
Indianapolis, IN 46202-3126

Institute for Policy Studies
Johns Hopkins University
Shriver Hall
Baltimore, MD 21218

Center for Voluntary Organization
Department of Social Science
and Administration
London School of Economics
and Political Science
Houghton Street
London, WC2A 2AE England

Nonprofit Management Program
Graduate School of Management
and Urban Policy
New School for Social Research
66 Fifth Avenue
New York, NY 10011

Community Development Research Center
Graduate School of Management
and Urban Policy
New School for Social Research
66 Fifth Avenue
New York, NY 10011

Center for Entrepreneurial Studies
Initiative on Nonprofit Entrepreneurship
Leonard N. Stern School of Business
New York University
90 Trinity Place, 4th Floor
New York, NY 10006-1594

Program on Philanthropy and the Law
New York University School of Law
40 Washington Square South
New York, NY 10012

Center for Urban Affairs and Policy Research
Northwestern University
2040 Sheriden Road
Evanston, IL 60208-4100

Center for Nonprofit Organization Leadership
Regis University
Lowell Blvd. & 50th Avenue
Denver, CO 80221

Rockefeller Archive Center
Pocantico Hills
North Tarrytown, NY 10591

Center for Public Service
Seton Hall University
South Orange, NJ 07079

Nonprofit Organization Administration Program
Texas Christian University
P.O. Box 32890
Fort Worth, TX 76129

Lincoln Filene Center for Citizenship and Public Affairs
Tufts University
Medford, MA 02155

Center for Public Policy
Union Institute
1731 Connecticut Street, N.W.
Suite 300
Washington, D.C. 20036-1146

Institute for Health and Aging
University of California-San Francisco
School of Nursing
Room N-631Y-Box 0612
San Francisco, CA 94143-0612

Public/Private Initiative Project -
University of Minnesota
Hubert H. Humphrey Institute
301 19th Avenue South
Minneapolis, MN 55455

Program on Nonprofit and Public Service Leadership
P.P. Cookingham Institute of Public Affairs
Henry H. Bloch School of Business and Public Administration
University of Missouri-Kansas City
5100 Rockhill Road
Kansas City, MO 64110

Penn Program for Public Service
University of Pennsylvania
3440 Market Street
Suite 440
Philadelphia, PA 19104-3306

Center for Nonprofit Management
University of St. Thomas
Mail #4069-2115 Summit Avenue
St. Paul, MN 55105-1096

Institute for Nonprofit Organization Management
University of San Francisco
College of Professional Studies
2130 Fulton Street
San Francisco, CA 94117-1080

Center for Volunteer Development
Virginia Cooperative Extension Service
Virginia Polytechnic Institute and State University
207 West Roanoke Street
Blacksburg, VA 24061

Program on Nonprofit Organizations
Yale University
88 Trumbull Street
New Haven, CT 06520-0154

Appendix D

Summary of the 26 National Taxonomy of Exempt Entities (NTEE) Major Field Areas

A–Arts, culture, humanities activities
- arts & culture (multipurpose activities)
- media & communications
- visual arts
- museums
- performing arts
- humanities
- historical societies & related historical activities

B–Educational institutions & related activities
- elementary & secondary education (preschool through grade 12)
- vocational/technical schools
- higher education
- graduate/professional schools
- adult/continuing education
- libraries
- student services & organizations

C–Environment quality, protection
- pollution abatement & control
- natural resources conservation & protection
- botanic/horticulture activities
- environmental beautification & open spaces
- environmental education & outdoor survival

D–Animal-related activities
- animal protection & welfare
- humane society
- wildlife preservation & protection
- veterinary services
- zoos & aquariums
- specialty animals & other services

E–Health-general & rehabilitative
- hospitals, nursing homes & primary medical care
- health treatment, primarily outpatient
- reproductive health care
- rehabilitative medical services
- health support services
- emergency medical services
- public health & wellness education
- health care financing/insurance programs

F–Mental health, crisis intervention
- addiction prevention & treatment
- mental health treatment & services
- crisis intervention
- psychiatric/mental health-primary care
- half-way houses (mental health)/transitional care

G–Disease/disorder/medical disciplines (multipurpose)
- birth defects & genetic diseases
- cancer
- diseases of specific organs
- nerve, muscle & bone diseases
- allergy-related diseases
- specific named diseases
- medical disciplines/specialties

H–Medical research
- identical hierarchy to diseases/disorders/medical disciplines in major field "G"
- example: G30 represents American Cancer Society; H30 represents Cancer research

I–Public protection: crime/courts/legal services
- police & law enforcement agencies
- correctional facilities & prisoner services
- crime prevention
- rehabilitation of offenders
- administration of justice/courts
- protection against/prevention of neglect, abuse, exploitation
- legal services

J–Employment/jobs
- vocational guidance & training such as on-the-job programs
- employment procurement assistance
- vocational rehabilitation
- employment assistance for the handicapped
- labor union/organizations
- labor-management relations

K–Food, nutrition, agriculture
- agricultural services aimed at food procurement
- food service/free food distribution
- nutrition promotion
- farmland preservation

L–Housing/shelter
- housing development/construction
- housing search assistance
- low-cost temporary shelters such as youth hostels
- homeless, temporary shelter
- housing owners/renters organizations
- housing support services

M–Public safety/disaster preparedness & relief
- disaster prevention, such as flood control
- disaster relief (U.S. domestic)
- safety education
- civil defense & preparedness programs

N–Recreation, leisure, sports, athletics
- camps
- physical fitness & community recreation
- sports training
- recreation/pleasure or social clubs
- amateur sports
- Olympics & Special Olympics

O–Youth Development
- youth centers, such as boys clubs
- scouting
- big brothers/sisters
- agricultural development, such as 4-H
- business development, Junior Achievement
- citizenship programs
- religious leadership development

P–Human service-other/multipurpose
- multipurpose service organizations
- children & youth services
- family services
- personal social services
- emergency assistant (food,clothing)
- residential/custodial care
- centers promoting independence of specific groups, such as senior or women's centers

Q–International
- exchange programs
- international development
- international relief services (foreign disaster relief)
- peace & security
- foreign policy research & analyses (domestic U.S.)
- international human rights

R–Civil rights/civil liberties
- equal opportunity & access
- voter education/registration
- civil liberties

S–Community improvement/development
- community/neighborhood development
- community coalitions
- economic development, both urban and rural
- business services
- community funds and federated giving
- community service clubs such as Junior League

T–Philanthropy & Voluntarism
- philanthropy association/society
- private foundations (e.g. Women's Funds) and community foundations
- voluntarism promotion

U–Science
- scientific research & promotion
- physical/earth sciences
- engineering/technology
- biological sciences

V–Social sciences
- social science research/studies
- interdisciplinary studies, such as black studies, women's studies, urban studies, etc.

W–Public affairs/society benefit
- public policy research, general
- government & public administration
- transportation systems
- public utilities
- consumer rights/education

X–Religion/spiritual development
- Christian churches, missionary societies and related religious bodies
- Jewish synagogues
- other specific religions

Y–Mutual membership benefit organizations
- insurance providers & services (other than health)
- Pension/retirement funds
- fraternal beneficiary funds
- cemeteries & burial services

Z99–unknown, unclassifiable

Source: *The Foundation Grants Index 1992*, The Foundation Center

ORDER FORM

I like to plan ahead. Here is my order for the 1993 edition of *Giving USA* @ $45.00

Send me next year's order form as soon as it is available.

I want additional copies of the 1992 edition as indicated below:

	Quantity	**Cost**
1. Joint Subscription, $75 includes: *Giving USA* — Annual Report plus *Giving USA Update* — Newsletter		
2. *Giving USA*, (without *Update*), $45 includes postage/handling		
Bulk order prices: *Giving USA* $25 each for 26-100 copies; $20 each for 101 copies or more (Plus postage/handling)		
3. Multicolor Overheads (set of 6) $60.00		
Multicolor Slides (set of 6) $15.00		
TOTAL PAYMENT ENCLOSED:		$

Please print or type:

Name/Title ____________________

Organization ____________________

Address ____________________

____

City ______________ State ______________ Zip ______________

Telephone (   ) ______________ Purchase Order # ______________

PREPAYMENT IN U.S. DOLLARS PAYABLE TO:

AAFRC Trust for Philanthropy
25 West 43rd Street
New York, NY 10036
212-354-5799

AAFRC
TRUST
FOR
PHILANTHROPY

25 West 43rd Street, New York, NY 10036

(212) 354-5799